

Will GABRIEL Ever Win the Big One? • No More Excuses for O.J.

7-28  
△  
60¢

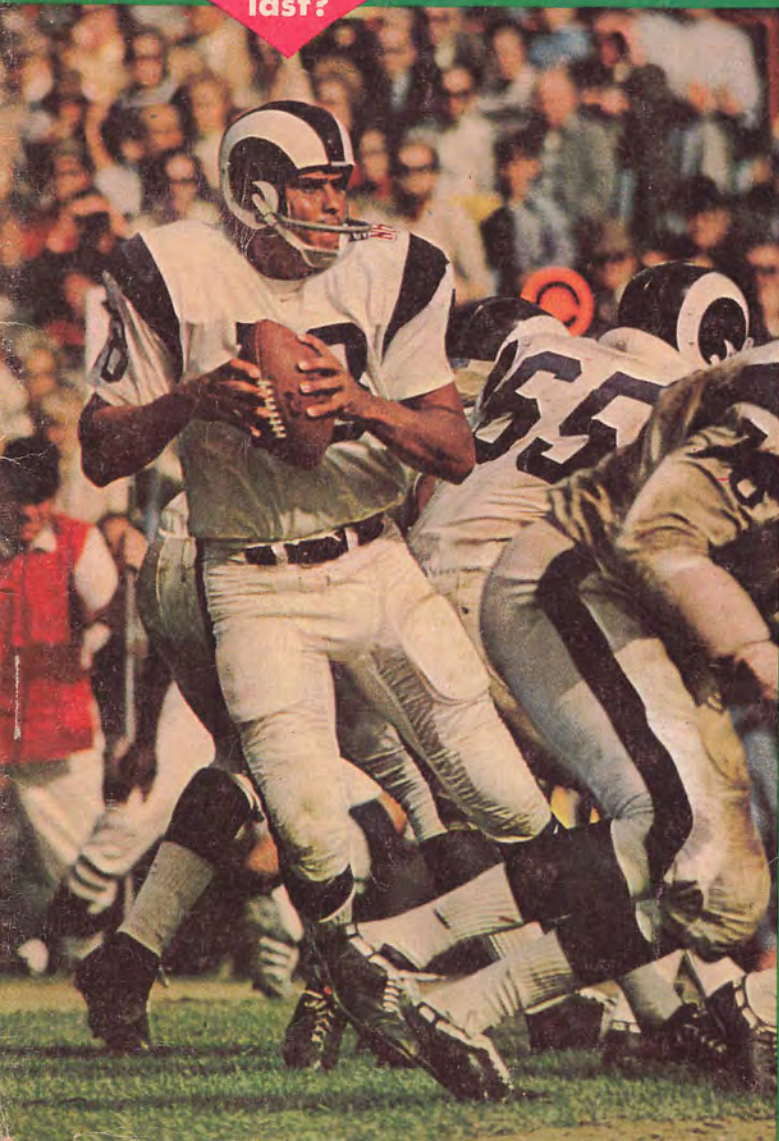
# 1970 ALL-PRO FOOTBALL ANNUAL TOUCHDOWN

The Two Worlds of Cowboy **CAL HILL** • **TOM DEMPSEY**: Miracle Saint  
**JERRY MAYS'** Super Bowl Revenge • Pro Schedules • Statistics  
National Conference Picks: **DALLAS, DETROIT, LOS ANGELES**  
American Conference: **NEW YORK JETS, CLEVELAND, OAKLAND**

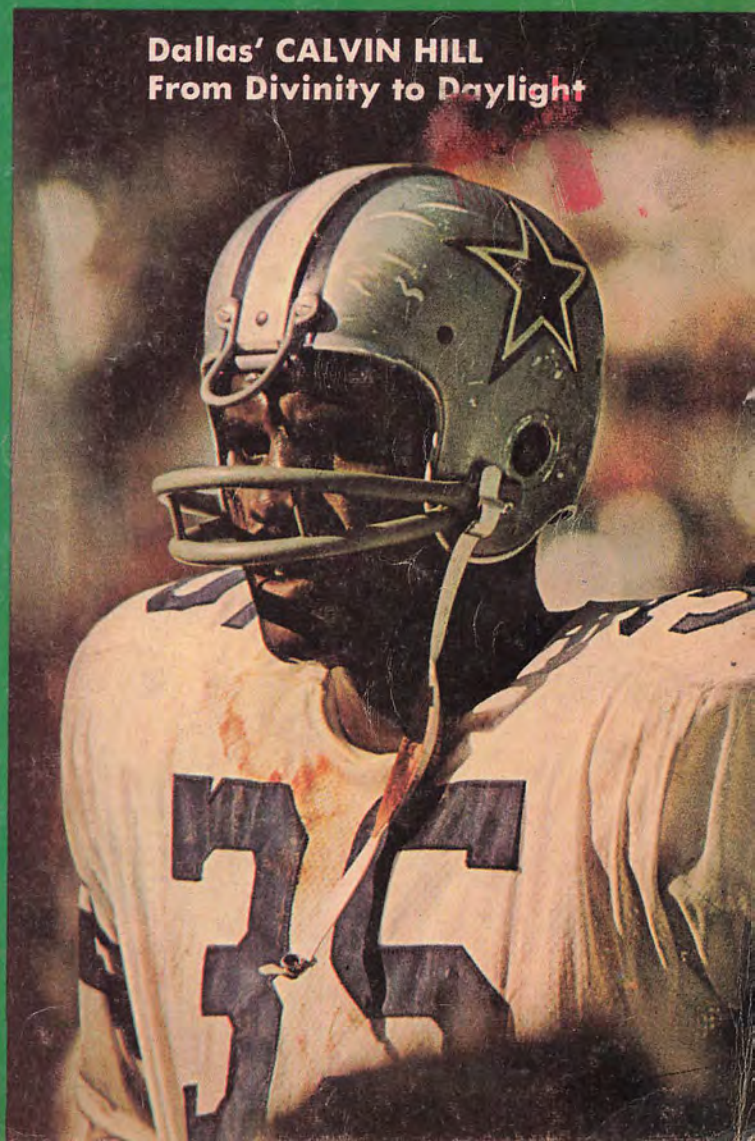
**BONUS:** For an 8 x 10 copy of this photo, see inside back cover!

**ROMAN GABRIEL**

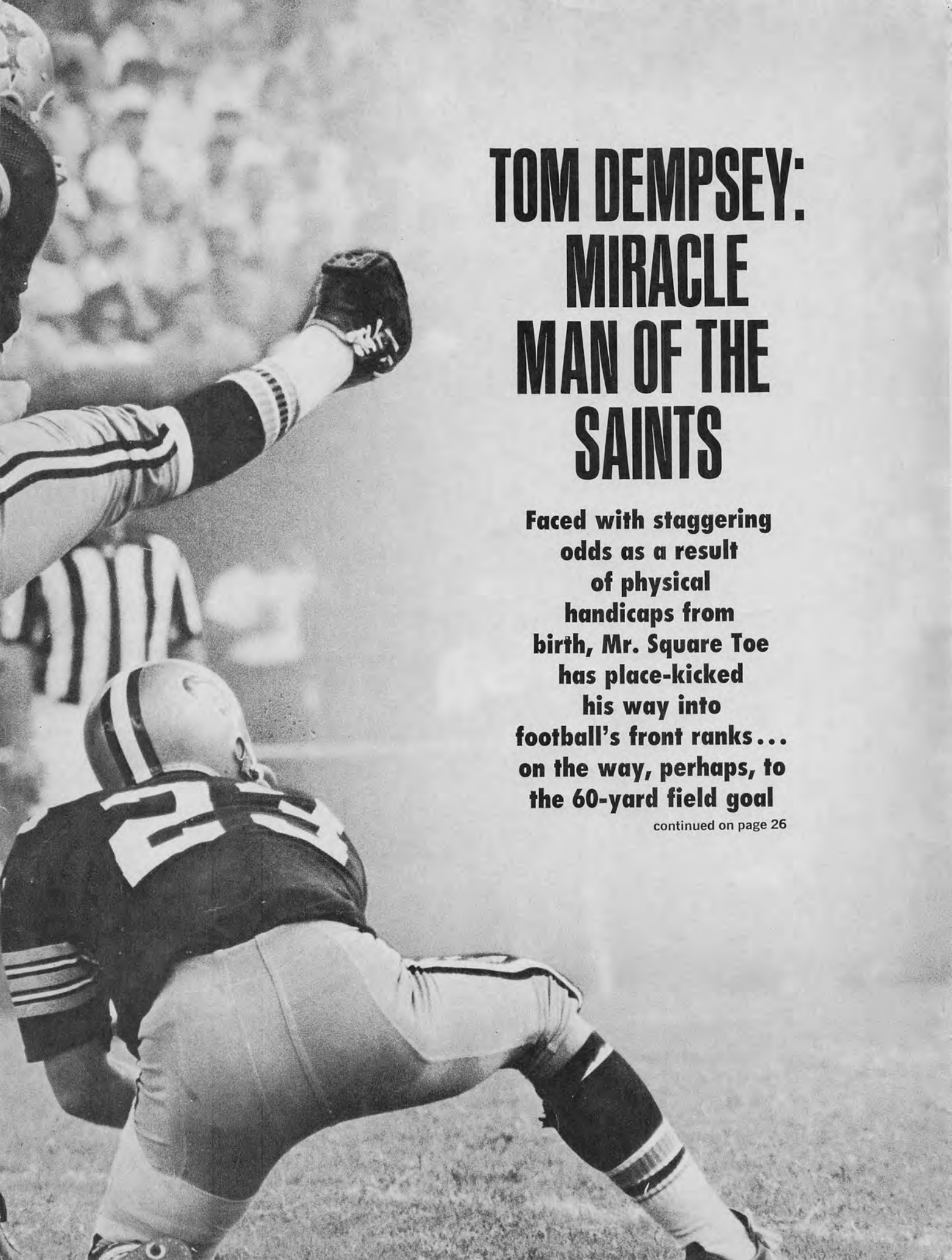
Paydirt at  
last?



Dallas' **CALVIN HILL**  
From Divinity to Daylight





A black and white photograph of Tom Dempsey, a football player, in the middle of a kicking motion. He is wearing a dark jersey with the number 21 and light-colored pants. His right leg is extended forward, and his left leg is bent. The background is a blurred crowd of spectators.

# **TOM DEMPSEY: MIRACLE MAN OF THE SAINTS**

**Faced with staggering  
odds as a result  
of physical  
handicaps from  
birth, Mr. Square Toe  
has place-kicked  
his way into  
football's front ranks...  
on the way, perhaps, to  
the 60-yard field goal**

**continued on page 26**

# LA SALLE EXTENSION UNIVERSITY

A Correspondence Institution • 417 S. Dearborn Street, Dept. 57-023, Chicago, Illinois 60605

Please send me, without cost or obligation, FREE booklet and full information on the field I have checked below:

## ACCOUNTING

- ☐ Complete Accounting
- ☐ Income Tax
- ☐ Accounting Fundamentals
- ☐ CPA Training
- ☐ Modern Bookkeeping

## BUSINESS MANAGEMENT

- ☐ Complete Business Management
- ☐ Credit and Collections
- ☐ Office Management
- ☐ Personnel Management
- ☐ Sales Management

## REAL ESTATE

- ☐ Complete Real Estate
- ☐ Real Estate Brokerage
- ☐ Real Estate Management

## COMPUTER PROGRAMMING

- ☐ Complete Training

## LAW COURSES

- ☐ Bachelor of Laws Degree
- ☐ Business Law
- ☐ Insurance Law
- ☐ Claim Adjusting Law
- ☐ Law for Police Officers

## STENOTYPE

- ☐ Machine Shorthand

## RESTAURANT/CLUB MANAGEMENT

- ☐ Executive Training

## TRAFFIC & TRANSPORTATION

- ☐ Complete Traffic Mgt. Truck, Air, Rail, Sea

## DRAFTING

- ☐ Complete Drafting

## INTERIOR DECORATION

- ☐ Professional Training

## ART TRAINING

- ☐ Commercial Art
- ☐ Oil, Water Color Painting
- ☐ Complete Training

Mr.  
Mrs.

Miss ..... Age .....

## HIGH SCHOOL

- ☐ High School Diploma

## LANGUAGE INSTRUCTION

- ☐ French ☐ German
- ☐ Spanish ☐ Italian
- ☐ Other \_\_\_\_\_

## HOTEL/MOTEL MANAGEMENT

- ☐ Executive Training

## CAREERS FOR WOMEN

- ☐ Accounting
- ☐ Bookkeeping
- ☐ Commercial Art
- ☐ Computer Programming
- ☐ Dental Assistant
- ☐ Hotel/Motel Mgmt.
- ☐ Interior Decorator
- ☐ Real Estate
- ☐ Secretarial
- ☐ Stenotype

(Circle title and please print)

Address ..... Apt. No. ....

City & State ..... Zip .....

Interested in a career not listed? Write here: \_\_\_\_\_

322

# If you had mailed this coupon a year ago, your salary could be way up too!



## WHY NOT MAIL IT TODAY?

Look at these enthusiastic letters. Have you ever seen anything like them? There are hundreds and hundreds more that pour in from LaSalle students week after week, month after month, year after year.

Do you know that many graduates attribute their increases in income largely to their LaSalle training?

All LaSalle students have one ambition in common—to get out of the ranks of the untrained and earn big money, prestige and security in a key job. Isn't that your goal too?

Without interfering with your present work—and by devoting only a little of your spare time—you too can prepare rapidly for advancement in the field of your choice through LaSalle home study. The cost is surprisingly low.

LaSalle has been an acknowledged leader in home education for more than sixty years. It has provided training in business, high school, and technical subjects to over 2,000,000 ambitious men and women. Its distinguished faculty includes some of the country's most outstanding authorities. That is why your LaSalle diploma is a credential recognized and respected everywhere.

Check the subject you are interested in—then send the coupon above for FREE booklet. No obligation.

**"My salary has increased 400% as a direct result of my LaSalle studies"**

Rudolph Urbatis,  
Port Chester, N.Y.



**"Salary more than doubled since enrolling"**

William T. Black,  
Canoga Park, Calif.



**"Income has increased 100 per cent since graduation"**

James L. Yonning,  
Manhattan, Kansas



**"I now earn three and a half times my former pay"**

Robert Fisher,  
Holbrook, Ariz.



# LA SALLE EXTENSION UNIVERSITY

A Correspondence Institution • 417 S. Dearborn Street, Chicago, Illinois 60605

# 1970 ALL-PRO FOOTBALL ANNUAL **TOUCHDOWN**

A POPULAR LIBRARY PUBLICATION



## CONTENTS

Tom Dempsey: Miracle Man of the Saints .....	By Pete Finney	inside front cover
The Two Worlds of Cowboy Calvin Hill .....	By Bill Guthrie	8
No More Excuses for Buffalo's O.J. Simpson .....	By Larry Felser	14
Will Roman Gabriel Ever Win the Big One? .....	By Bill Libby	18
Jerry Mays' Super Bowl Revenge .....	By Larry Felser	22

<b>American Conference Roundup</b> .....		By Barry Cobb 28	
Oakland Raiders .....	29	Boston Patriots.....	40
Kansas City Chiefs.....	30	Miami Dolphins.....	42
San Diego Chargers.....	32	Buffalo Bills.....	44
Denver Broncos.....	34	Cleveland Browns .....	46
New York Jets .....	36	Cincinnati Bengals.....	48
Baltimore Colts.....	38	Houston Oilers.....	50
Pittsburgh Steelers .....		52	

<b>National Conference Roundup</b> .....		By Joe Gergen	54
Los Angeles Rams.....	55	Philadelphia Eagles.....	66
San Francisco 49ers.....	56	Washington Redskins.....	68
Atlanta Falcons.....	58	St. Louis Cardinals.....	70
New Orleans Saints.....	60	Detroit Lions.....	72
Dallas Cowboys.....	62	Minnesota Vikings.....	74
New York Giants.....	64	Green Bay Packers.....	76
Chicago Bears.....	78		

NFL Statistics .....	79
AFL Statistics .....	80
Pro Schedules .....	81

**Zander Hollander**, Editor  
**Richard Sherwin**, Associate Editor  
**Carol L. Klapper**, Vice President-Editorial

**Robert Prestopino**, Art Director  
**Jim Montalbano**, Art Editor  
**Jamila Miller**, Associate Art Editor  
**Edward Rofheart**, Vice President-Art

**Joseph L. Johnston**, President  
**James E. Galton**, Executive Vice President  
**William D. Sullivan**, Circulation Director  
**Thomas Del Prete**, Production Director  
**Eugene J. Lowther**, Advertising Director

**COVER PHOTO CREDITS:** Front, Malcolm Emmons; inside front, UPI; back, Darryl Norenberg.  
**OTHER PHOTOS:** Vernon Biever, Malcolm Emmons, Emmons/Brockway, Darryl Norenberg, UPI and the professional teams including these photographers: Lou Witt, Daniel Rubin, Joseph Lamneck, Paul Tepley, Herb Weitman, Henry Barr, Ed Babst and Frank Rippon.

**TOUCHDOWN**, published and copyright ©1970 by Popular Library, Inc., 355 Lexington Ave., New York, N.Y. 10017.  
 Printed in U.S.A.



# WHAT DOES THIS CHAMPION HAVE IN COMMON...WITH YOU?



**DAVE DRAPER:** "Mr. America - Mr. Universe" A Weider Pupil!

See Dave's magnificent physique that won him a co-starring role in the movie "Don't Make Waves."

We can't promise you a movie career but we can guarantee a strong handsome and improved body.

**HE ANSWERED A WEIDER AD—GAINED 3 INCHES ON HIS ARMS  
— 4 INCHES ON HIS CHEST—IN 7 SHORT WEEKS! YOU TOO!**

You, too—just like Dave Draper—can now own a handsome, muscular body—fast! You, too, can now finally follow the exact same instructions this champ did, and in just 15 minutes a day, in the privacy of your own home, you can begin to slap on 4 inches to your chest and 3 inches to each arm, give yourself lifeguard shoulders, muscularize your waist, get speedy legs, and exercise your entire body. The techniques are simple, there's nothing complicated, just downright enjoyable.

I don't care if, today you own the skinniest, flabbiest or most laughed at body—whether you're tall or short, young or not-so-young. If you send for my FREE 32-page booklet of muscle building information, I guarantee that you will experience a muscle building miracle; before your eyes, you will see handsome muscles start bursting out all over you. They will ripple with power, burst with energy—and for the first time in your life men will envy your body, women admire it, because at last you own a body that brings you fame instead of shame. Let me help you as I did other champions—who were also weaklings—to put

an end to your weakness and shame. Write now for free information—you'll be so happy you did! After all, you have nothing to lose but your weakness!

A-C-T-I-O-N is the key to strength—make your first He-Man-Decision N-O-W! Fill out the coupon right now, rush it to me, and in hours I will send you absolutely free—at my own expense—the exact same muscle building information I sent to Dave Draper and numerous champions, and to over 5 million other successful students. I am known as the most successful trainer of champions. I have been turning weaklings into "Mr. Americas" and "Mr. Universes" successfully since 1936. Don't pass up this once-in-a-lifetime proven successful offer to trade in your body for the one you always dreamed of having. Remember, you will be following in the proven, safe, scientific footsteps of the World's Best Men. So hurry! Put an end to your weakness now. Send for my sensational free offer—good only to males between 13 and 75 in normal good health. This is the most time-tested, results-producing course of all time.

**ABSOLUTELY FREE! MUSCLE-BUILDING INFORMATION ON HOW TO BUILD A HANDSOME BODY!**



## JOE WEIDER

Personal trainer of "Mr. America" "Mr. Universe" "Mr. Canada" perfect men title winners since 1936 — and over 2,000,000 successful pupils the world over!

**JOE WEIDER, Dept. 260-90V**  
Trainer of Champions since 1936  
531-32nd Street, Union City, N.J. 07087

Dear Joe: Shoot the works! I agree, that just like the champions before me, I want to be a New Man! Rush me your free muscle-building information that I can use right now at home to build a handsome body. I have checked the gains I want to make. I'm enclosing 25¢ to cover handling and mailing charges. I am under no further obligation in any way.

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
ZIP \_\_\_\_\_

(please print clearly)

MAIL COUPON TODAY FOR FREE 32 PAGE COURSE!

**NO OBLIGATION! NOTHING TO BUY!**



Here's the kind of body I want (Check as many as you wish).

- ☐ Bigger arms
- ☐ Larger Chest
- ☐ Broader Shoulders
- ☐ Athletic Legs
- ☐ More Weight
- ☐ Lose Weight
- ☐ Magnetic Personality

**ABSOLUTELY  
FREE!**



**Crosby, Stills, Nash & Young**  
Dallas Taylor & Greg Reeves  
**DEJA VU**



188060

**Herb Alpert & The Tijuana Brass**  
**GREATEST HITS**



185843



188839



185850

# Any 12

**YES, IT'S TRUE** — if you join the Columbia Record Club right now, you may have your choice of ANY 12 of the hit records shown here — ALL 12 for only \$3.98. And all you have to do is agree to buy as few as ten records (at the regular Club price) during the coming two years.

That's right! — you'll have two full years in which to buy your ten records. After doing so, you'll have acquired a sizable library of 22 records of your choice — but you'll have paid for just half of them... that's practically a 50% saving off regular Club prices! Without doubt, the Club offers you the "best buy" in records anywhere!

**AS A MEMBER** you will receive, every four weeks, a copy of the Club's entertaining music magazine. Each issue describes the regular selection for each musical interest and



186106



189837



189886



179671



188847



188458



173740



189902



172940



155093



189076



188854



189894



186965



185876



186197



186270



187229



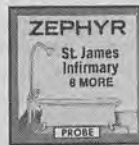
186882



185017



189910



187351



186114



189936



189951



183335



174375



187666



159442



188870



184507



181222



186189



138586



184887



187930



182410



188615



184994



186460



153023



172361



187385



179820



186395



179291



186742



179093



134429



180331



178038



181156



178772



181172



186957



177311



186379



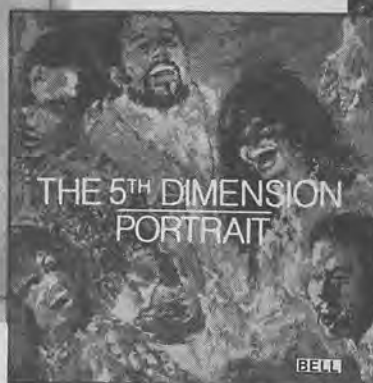
164053



The Hollies  
He Ain't Heavy,  
He's My Brother



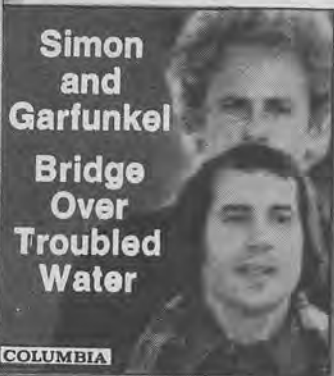
188581



191205



181909



186809

# records for \$3.98

plus mailing  
and handling

**SAVE ALMOST 50% ON RECORDS**  
*Savings are off regular Club prices*  
**AS A MEMBER OF THE**  
**COLUMBIA RECORD CLUB**

You simply agree to buy 10 records during the coming 2 years

almost 300 other records... hit albums from every field of music from scores of record labels.

If you do not want any record in any month—just tell us so by returning the selection card by the date specified... or you may use the card to order any of the records offered. If you want only the regular selection for your musical interest you need do nothing—it will be shipped to you automatically. And from time to time, the Club will offer some special albums, which you may reject by returning the special dated form provided—or accept by simply doing nothing... the choice is always yours!

**RECORDS SENT ON CREDIT.** Upon enrollment, the Club will open a charge account in your name... you pay for your records only after you have received them. They will be

mailed and billed to you at the regular Club price of \$4.98 (Classical and occasional special albums somewhat higher), plus a mailing and handling charge.

**FANTASTIC BONUS PLAN.** As soon as you complete your enrollment agreement, you will automatically become eligible for the Club's generous bonus plan, which entitles you to one record of your choice free (plus 25¢ for mailing and handling) for every one you buy thereafter!

**SEND NO MONEY NOW—JUST MAIL THE COUPON.** Write in the numbers of the twelve records you want, for which you will be billed only \$3.98, plus mailing and handling. Be sure to indicate the type of music in which you are mainly interested. Act today!

**COLUMBIA RECORD CLUB** Terre Haute, Ind. (CRC) Where smart buyers shop for hits!



189944



188367



172411



189209



186023



189423



182238



172254



184762



187690



184804



188102



183103



188078



178780



189019



177683



188235



183707



187948



188086



172932



188235



188342



175620



178517



184481



170357



170357



163667

**SEND NO MONEY—JUST THIS COUPON**

Columbia Record Club, Terre Haute, Indiana 47808

Please enroll me as a member of the Club. I've indicated below the twelve stereo records I wish to receive for only \$3.98, plus mailing and handling. I agree to purchase ten records during the coming two years, under the terms outlined in this advertisement. I may cancel membership any time thereafter. If I continue, I will be eligible for the Club's generous bonus plan.

**SEND ME THESE 12 RECORDS FOR ONLY \$3.98**


**MY MAIN MUSICAL INTEREST IS (check one):**

- ☐ Listening and Dancing ☐ Teen Hits  
☐ Country and Western ☐ Classical  
☐ Broadway and Hollywood ☐ Jazz

☐ Mr. ☐ Mrs. ☐ Miss  
(Please Print) First Name Initial Last Name

Address.....

City.....

State..... Zip.....

Do You Have A Telephone? (Check One) ☐ YES..... ☐ NO  
APO, FPO addressees: write for special offer

208-8/7J

# The Two Worlds Of Cowboy Calvin Hill

BY BILL GUTHRIE

New Haven Journal-Courier  
President, Pro Football Writers of America

Out of Yale there came to Dallas a Rookie of the Year, a blazing back who runs from divinity to daylight—"capable of giving his teammates a little heaven on Sunday morning and his opponents a little hell on Sunday afternoon"

•He unknowingly made a joke of a pro football team general manager whose contribution to great lines of Americana was, "Calvin who?"

That infamous incident happened on Jan. 28, 1969, when running back Calvin Hill was drafted by the Dallas Cowboys of the National Football League. To pick a Yale player on the first round was unprecedented, even if the Cowboys were drafting 24th. But that unfortunate team official with the big mouth never got a chance to live it down. Hill proceeded to win every Rookie of the Year award. He gained more yards last year than any pro football player except Gale Sayers of the Chicago Bears. And he threw more touchdown passes than any other non-quarterback in pro ball.

"I got a momentary glimpse of what pro football can be like," said still humble Calvin, "and now I feel better with that one year behind me."

Calvin's "momentary glimpse" as a rookie was so amazing that if the "Frank Merriwell At Yale" series was to be serialized on a pro level, all that would have to be done would be to trace Hill's steps and leaps of 1969 when he started out as a possible linebacker or tight end and ended up rushing for 942 yards.

Cal became THE topic of conversation so fast in Dallas that he was almost a hunk of instant mythology. Because he went to Yale, he was expected to quote Hamlet rather than Bear Bryant. And he

lived up to this—between attending classes at the Perkins Theological School at Southern Methodist University and learning the complex football coached by Tom Landry.

In addition to Landry's philosophy, Hill studied black culture and The Old Testament. "I want to be involved in the church hierarchy—where the policy decisions are made," he said with a smile which seemed to make his post-Yale mustache stretch wider.

Then he became serious. "I want to help update the church, try to make it more contemporary, help bring it out in the world," said Hill. "I'm a Baptist but, really, I'm a Christian. I want to have a black church some day. The church can do a lot in the black ghetto, do more than it has in the past in such things as community projects and recreation facilities."

Hill came out of Baltimore on a special scholarship. He was sent to Riverdale Country Day School on the edge of New York City. He was 14 years old, 6-1 and 180 pounds. By the time he left Riverdale four years later, the school had an undefeated football team and maybe the world's tallest prep school quarterback.

Yale picked Hill. Hill picked Yale. Pick one. Calvin could have gone to maybe 50 schools. He loomed so big at 6-4 and more than 200 pounds that he quickly unbecame a quarterback. Yale had a fellow named Brian Dowling, who also was a winner. Besides, Hill was not even allowed to run

with the ball his first few games as a freshman. Instead he was a linebacker. Then someone changed freshman coach Harry Jacunski's mind and Hill was on his way. When he scored five touchdowns against the Princeton freshmen, even the most sedate of Old Blues raised his brows.

By the time he left Yale Bowl for the Cotton Bowl, Calvin was a fixture in Yale football history. "At Yale the tradition always weighed on you," said Hill. "The great teams and the great people who contributed to making football great from the beginning. They would show you the Yale Highlight Film—pictures of Walter Camp, who picked the first All-America team, and all the other great Yale men: Ted McCoy, Pudge Heffelfinger, Albie Booth ('Little Boy Blue'), Clint Frank, Levi Jackson. So we had a lot to live up to, even though the Ivy League isn't what it once was."

The Ivy League, where football spent its infancy, contributed the first pro: Yale's Heffelfinger, who received \$500 for a game in 1892. Now it has contributed Calvin. Hill's heroics last year as a pro brought more scouts to Ivy League football games.

"I know people kidded me about Yale,"

continued on page 12

Calvin Hill rides high  
in the sky over Atlanta.



*Coca-Cola*

Enjoy the  
Refreshing



JOE WEIDER  
PRESENTS

# THE TRIM MASCULINE

Here's where you shop for your "BODY SHAPERS FOR THE 70's"—to Shape You Up—to help You Lose Weight or Gain Weight—and create a more Masculine, Virile You!

1



## MUSCLE UP & MAKE OUT!

PUT MUSCLE  
IN YOUR MUSCLES WITH ONE TWIST!

Quickly add up to 2" on your arms, 4" on your chest. Build rippling back muscles. Thick, broad shoulders. The power to lift girls over your head with one arm! One twist of the "007" TWISTER and every muscle in your body ripples with new vigor and power. Builds strong muscles FAST!—muscles that make you an action-packed guy and a super-charged tiger with the girls! Easy-to-use. No adjustments. No assembly. Use it right out of the box for instant muscle-building fun! Made of chromed-steel tubing, the TWISTER is tough... durable... like you'll be! Guaranteed to muscle you up or your money back. ORDER NOW! Only \$9.98

**GUARANTEE:** If after using the TWISTER 3 days you're not convinced you can quickly twist it for cobra-like muscles in your arms... more muscles on your chest... broader shoulders... wider back... a he-man grip and dynamic power—then return it after 5 days for a full refund. Fair? So order the "007" TWISTER Now, while the limited supply lasts! This unusual offer may not be repeated again this year.

**FREE!**

Complete, illustrated "007" POWER TWISTER Manual. Also, illustrated conditioning course, dealing with the new aerobics training that muscularizes your body with athletic vigor, speed and agility. Written by Joe Weider, Trainer of Champions. Yours FREE with your TWISTER. ORDER NOW!

**EXTRA BONUS GIFT:** 3 copies of Muscle Builder magazine, worth \$1.80... yours FREE!

PRICED AT ONLY

**\$9.98**

WITH COURSE



2

## This "Killer Karate Krusher" gives you pulverizing hand power!

Just 5 minutes a day for 30 days builds your hands into granite-hard battering-rams of power! Simply fit your fingers into the leather grippers, and with your very first squeeze, you'll instantly start building invincible new power into every tendon and ligament of your hands and fingers!



**MAYBE YOU DON'T WANT TO BREAK A BRICK IN TWO WITH YOUR BARE FISTS OR RIP A PHONE BOOK IN HALF—BUT WOULDN'T IT BE GREAT IF YOU COULD?**

Here's a brand new way... a fantastically successful system that turns your hands into fearsome, devastating arsenals of power! Based on centuries-old secrets of Japanese Killer Karate. Cults and a Space Age hand-building principle, my KILLER KARATE KRUSHER can make you into a two-fisted tank of power... able to take care of yourself... anytime... anywhere... in all situations! You'll never again fear any man or turn away from any challenge. ORDER IT TODAY! Only \$9.95 postpaid.

**MY GUARANTEE TO YOU:** You'll own fearsome, ferocious, crippling arsenals of hand power—and become a "Terror-Fighter," able to take care of yourself in every situation—IN 30 DAYS—or your money back!

**GREAT FOR SPORTS TOO! FEAR NO MAN!**



**FREE**



My "Killer Karate" Course... "The Deadly Art of Hand Fighting." Shows dozens of ways to disarm and counter-attack any man, whatever his size! Yours FREE if you order the KILLER KARATE KRUSHER Now!

PRICED AT ONLY

**\$9.98**

KARATE KRUSHER & COURSE

3

## THE END OF THE SKINNY BODY

Drink on as much as 14 pounds in the next 14 days this delicious FUN way!



**BEFORE**—James Parker at a thin 158 pounds.

**AFTER 14 days** on the Crash-Weight Plan, Jim weighed 175 pounds.

### GAINS 14 POUNDS IN 14 DAYS!

HEY YOU SKINNY GUYS! Thousands are doing it every day. WHY NOT YOU? Here's a totally new breed of nutritional "wildcat" drink that's guaranteed to put an end to your hungry-looking, muscle-poor body... through a new, scientifically-blended milkshake-tasting drink. **Crash-Weight Formula #7** Plan puts meat on your frame. Fleshes out your narrow, shallow chest, skinny arms and spindly legs. Nobody likes a bag of bones! With my proven **Crash-Weight Plan** you just drink 4 milk-shake-delicious glasses with your regular meals and take in an extra 3500 calories daily... to help you pile on the weight FAST! (It's the calories that count when you want to put on some handsome weight!) The nice thing about my weight-gain plan is that it's so easy to take. No complicated exercises to do. No bloating, heavy-as-lead foods to force into your system. The **Formula #7 Plan** does all the work... you just sit around, take it easy, be as lazy as you want—and in a few days you'll see measurable weight gains pile up! Check the coupon for the Plan and flavor you want to use to put an end to your skinny body. Guaranteed to put weight on you or your money back.

### To add up to 14 pounds in the next 14 days you need:

- 14-day supply of **Crash-Weight Formula #7**
- 14-day supply of Appetite-Stimulating tablets, and

**FREE**

Weight-Gaining Course. A 48-page illustrated guide crammed with step-by-step instructions in weight-gaining basics. PLUS 3 copies of Mr. America magazine, worth \$1.80...yours FREE!

7-day supply: \$8.00 • 14-day supply: \$14.98 (Your choice of Chocolate or Vanilla flavor)



PRICED AT ONLY

**\$8.00**

FOR A WEEK'S SUPPLY & COURSE



# BODY LOOK FOR THE '70'S!

Your Good Looks—Your Health—Your Virility—are Your responsibility. So Start NOW to use one or more of these "Body Shapers For the 70's". Shake up your physical fitness program and Light Up the 70's!

## The NEW 4 aerobics HOME FITNESS JOGGER



You'll Start to Look Better—Feel Better—Shape Up—Live Longer and be more Virile in the Next 14 Days!

ALL THE BENEFITS OF JOGGING WITHOUT LEAVING YOUR HOME!

6 minutes on the New Weider AEROBICS JOGGER gives you the same benefits as a 3-mile run. Or the equivalent of 4 hours or more of golf. Or a full hour's workout in the gym!

Guaranteed to burn calories—melt fat—toughen your muscles—strengthen your heart and lungs—and virilize your body fast!

### WHO EVER SAW A FAT RUNNER?

If you've held yourself back from getting the rich fitness-building benefits of jogging because you don't want nosy neighbors to stare at you or risk being nipped by unfriendly dogs, forget it! Now with Weider's New AEROBICS HOME FITNESS JOGGER you can jog for miles without ever having to step outside the comfort and privacy of your own home!

That's right. Just set the AEROBICS JOGGER on the floor in any part of your house, step on its easy-on-the-feet special spring cushion and jog away to your heart's content—and good health!

### JOG YOURSELF INTO SHAPE IN JUST 6 MINUTES A DAY

One of the world's longest distance runners says 6 minutes of jogging on the AEROBICS JOGGER gives you the same benefit as jogging two miles! Just 3 minutes in the morning and 3 minutes at night helps build healthy heart and lung action, relaxes tensions, tones muscles. Besides that you'll burn off fat-forming calories fast, flatten and toughen your mid-section, trim your hips and buttocks and slim down all over.

You owe it to yourself to get back into virile, healthy shape this fast, scientifically-proven way!

### EASY TO STORE—MADE TO LAST

Weider's New AEROBICS HOME FITNESS JOGGER is scientifically-constructed with special coil springs nestled in a thick polyurethane cushion, designed to simulate the action of real road jogging. It's easy on the feet, too—like running on grass that acts as a "shock absorber" to the feet. It measures 20"x22"x4", is lightweight and stores easily in the smallest space. The sturdy hand strap on side makes it easy and convenient to carry with you on trips, vacations, etc. Order yours now! Ideal for gift-giving, too. Only \$9.95

### New Aerobic/Circuit Training "Shape Up" Routine

**FREE!**



Aerobic Fitness Jogger & Course

Same 6-minutes-a-day program you can use at home, which actors, movie stars, and models use to quickly Shape Up and Firm Up their bodies into youthful, virile, he-man lines. ALSO INCLUDES: techniques to help your body utilize your food intake more efficiently and keep you sleek and slim all your life—as well as strengthen your heart and lungs. Indoor and outdoor methods explained. How much and how often to jog. How to measure benefits received... everything you need to know about jogging is here. You're guaranteed visual results in just 2 weeks or money back. Tested by thousands—including U.S. Air Force. START NOW TO SHAPE UP—SLIM DOWN—and VIRILIZE YOUR BODY!

\*For faster waist and hips losses—see inches go fast—wear SLIM GARD while jogging.

**\$9.98**

Another JOSEPH WEIDER Breakthrough!

## 5 Slim Down & Make Out

with JOE WEIDER'S SLIM-GARD THE INSTANT SLIMMER



Just slip on Joe Weider's New "Science Weapon", SLIM GARD and instantly start trimming your waist and hips to a sexy-slim size—without dieting—without tedious exercise!

And when combined with the "Slimmer's Routine" SLIM GARD can really flatten your pot belly and "pulverize" unwanted fat away from all over your body! Here's Proof: In a controlled University test, students reported waist losses of up to 3 1/4 inches and overall fat losses of 17 pounds—IN ONLY 2 WEEKS! They called it a "small miracle" the way it worked so fast!

Yes, SLIM GARD has really revolutionized weight reducing. Men everywhere are regaining their youthful, virile appearance by wearing it under their clothes and letting it work for them as they sit, stand, walk, run, bend, eat, watch TV or relax. It turns the simplest body movement into a waist-trimming exercise without effort. It can work "miracles" on your waistline, too.

And remember, SLIM GARD is hidden—no one knows—nothing shows... SLIM GARD's secret is its gentle but firm "hugging" action that keeps warm air in—cool air out, trimming inches effortlessly away!

SLIM GARD and the "Slimmer's Routine" work effectively for the fat or slender man. Simple instructions are included for the man who wants to quickly lose 20 to 40 pounds... and for the slender fellow who wants to lose only a few inches off his waist without losing weight.

And remember, SLIM GARD is hidden—no one knows—nothing shows... except the inches that go. You're guaranteed impressive results in 14 days or your money back!

## FREE! THE SLIMMER'S ROUTINE

Savvy Slimming Tricks to Shape You Up and Trim You Down. Here's Part 3 to the Slimming Formula—the surprisingly effortless "Aerobic/Circuit" training routine used by athletes, coaches and models to get into shape fast. Within 14 days you'll be Firmer, Slimmer, More Energetic and Stronger—creating a New, Youthful, Sexier more Exciting You! IT'S YOURS! FREE—with SLIM GARD!



### INSTANTLY LOOK SLIMMER

LOSE UP TO 3.25 INCHES IN 14 DAYS! Go Ahead... Start Moving Your Butt Back A Few Notches, Instantly... And Keep It There.

THE SLIM GARD (Made to Last for Years) with The Slimmer's Routine

Only

**\$9.98**

Comes in sizes: Medium & Large

## USE THIS SHAPE UP... MUSCLE-UP COUPON!



**JOE WEIDER**

Union City, N.J. 07087

531-32nd Street

Dept. 260-100P5

Dear Joe:

Thanks for letting me know about your "Shape-Up"... "Muscle-Up" courses and products. Please send me the items checked below, along with my FREE gifts. I understand all your products carry a full money-back guarantee... no "ifs"... "ands"... or "buts".

I enclose check or money order for: \$

NAME AGE

ADDRESS

CITY STATE ZIP

1 ☐ "007" TWISTER, Free course & 3 copies of Muscle Builder magazine ..... only \$9.95

2 ☐ KILLER KARATE KRUSHER & Free "Killer Karate" course ..... only \$9.95

3 ☐ CRASH-WEIGHT FORMULA #7 PLAN with Free course (check one):

☐ 7-Day Supply ..... only \$ 8.00

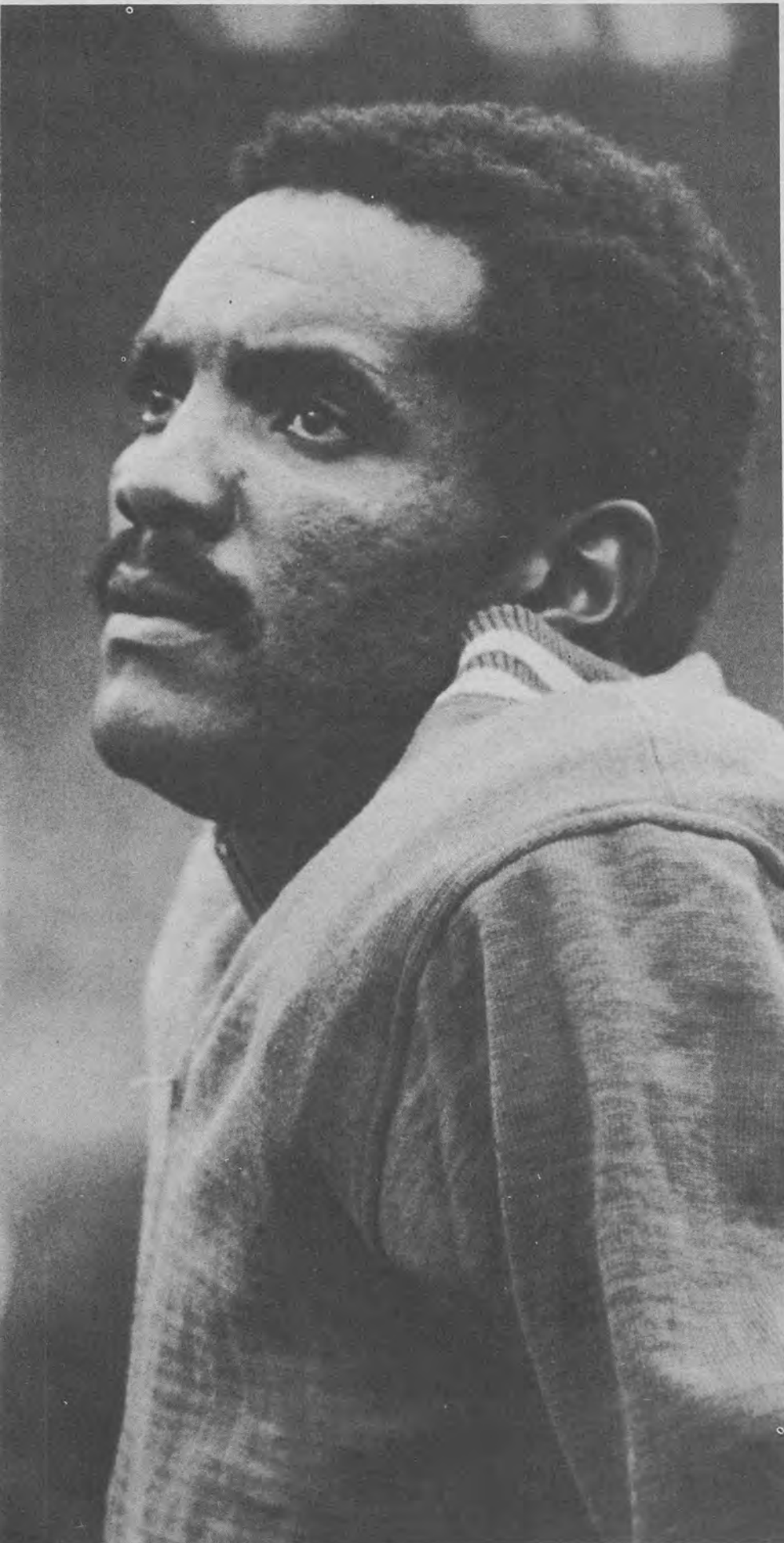
☐ 14-Day Supply ..... only \$14.98

Check flavor desired: ☐ Chocolate ☐ Vanilla

4 ☐ FITNESS JOGGER & Free "Aerobic/Circuit Training" course only \$9.95

5 ☐ SLIM DOWN & MAKE OUT KIT with SLIM GARD and the Free "Slimmer's Routine" ..... only \$9.95

Check waist size: ☐ Medium (30-38) ☐ Large (39-47)



## CALVIN HILL

continued from page 8

said Hill, "but I got a chance to look at some of the major schools which played in Dallas and I didn't see that much difference. In fact, most of the teams did not look as good as our Yale team. I'm sure we could have beaten a few Southwestern teams."

Calvin's years at Yale resulted in the Ivy title his junior year and a tie for the title his senior year. That came about in the famous 29-29 Yale-Harvard tie in which Harvard scored 16 points in the final 42 seconds.

Calvin wears a Yale blue blazer and carries a bible under his arm when he goes on those weekend road trips to faraway football. He is capable of giving his teammates a little heaven on Sunday morning and his opponents a little hell on Sunday afternoon.

He had to keep the faith to get where he is. He did not request nor receive a no-cut contract from Dallas. "I knew that I could make the team," said Calvin. "I had to. I had a real fear of how embarrassing it would be for me not to make it. Not only embarrassing to me, but also to Yale and to the Ivy League."

There is no embarrassment. A little harassment, yes. His Cowboy teammates are no different than any other team. They like the subtle dig.

"I got a lot of grief when Yale lost to UConn," Cal said. "They had never heard of the University of Connecticut being called that, so when I said that Yale had lost to UConn, they didn't know what I was talking about. They thought I meant 'Yukon.'"

Then there was the time Cal lined up in the wrong place and Cowboy quarterback Craig Morton called timeout to set him straight. "When I got back to the huddle," Hill said, "Bob Hayes smiled at me and said 'Are you sure you went to Yale?'"

But Morton did not bother to tell Cal one time when he ended up in the wrong place. It was against the San Francisco 49ers, the exhibition game in which Calvin Hill became a reality to the non-Ivy-League and non-Cowboy football world.

Calvin had cut the wrong way into the end zone on a pass pattern and looked up in time to take Morton's pass from the hands of Dennis Homan, the intended receiver.

Morton said nothing about the snafu to Hill. "I think Dennis could have caught the pass," said Morton, "but when Calvin came back to the huddle, all I said

"I want to have a black church some day. The church can do a lot in the black ghetto."



was, "Very good, Calvin, glad you were there."

Before this game, Cowboy president Texas Schramm claims to have stood on the turf in San Francisco's Kezar Stadium and said, "Upon this day, a star will be born!"

So maybe Calvin was just obeying orders when he ran for 106 yards in 16 carries, caught three passes for 28 yards and returned two kickoffs for 47 yards.

Everyone in pro football then joined Schramm and player personnel director Gil Brandt in saying, "Yes, we knew about Calvin all along." But no one really believed the newest members of the Calvin Hill fan club, who now wanted to be considered charter members.

"We had him rated eighth in the country," said Schramm, "the eighth best football player. I don't believe anybody else had him rated very high. He wasn't chosen on the original All-Star squad in Chicago. It was only after O.J. Simpson and Leroy Keyes and Ron Johnson didn't report that they called Hill up to the All-Stars."

That was a disastrous phase of Hill's first summer as a pro. All-Star coach Otto Graham used Hill so infrequently in practice that Calvin had the Cowboys send him a special workout plan.

The day of the All-Star game with the New York Jets, he said, "This is the most depressing thing that has happened to me. I can't wait to get back to the Cowboy camp."

Graham used him only as the middle of a kickoff blocking wedge—between tackles George Kunz and Rufus Mayes—and he never saw a scrimmage play from anywhere except the bench.

"Yet being away for two weeks probably made me a running back," recalled Hill, who also had been tested as a tight end and a linebacker before leaving the Cowboys' basic training camp at Thousand Oaks, Calif.

"But every day in practice," Landry said, "he seemed to get more impressive at running back. He seemed to make the right move. You don't see running backs that tall . . . usually . . . but I don't know . . . he might be the exception."

By opening day of the regular season, Calvin was the exception. He became the first rookie to start on opening day for the Cowboys since Hayes, whose qualifications included being the world's fastest human joining the world's most speed-needing football team.

When Calvin ran onto the field for his first start in the Cotton Bowl there was a roar with a Texas twang. It was not too unlike the sound which used to be heard in Yale Bowl when Calvin would come running off the field after scoring one of his Yale career-record 24 touchdowns.

His opening-game victim was the St. Louis Cardinal defense. He had run 18 times for 70 yards and also threw a 53-yard option pass to Lance Rentzel for a touchdown in the 24-3 win. (He later connected with Hayes for a touchdown in

the 25-3 win over the New York Giants.)

"Just like I used to throw at Yale," said Cal, who threw four touchdowns as a senior, "only now I seem to be spiraling the ball."

The Associated Press chose Hill as its first offensive player of the week for 1969. Landry was also beginning to bend. He would not join Hall of Famer Hugh McElhenny, Cowboy backfield coach Ernie Allen or rival scouts in comparing Hill to greats such as Jimmy Brown. But Landry did make a comparison. "The only person I will compare him to is Don Perkins," said Landry. "Calvin has more ultimate potential than Perkins." Don had retired as the fifth all-time leading rusher in the National Football League. He also holds the Cowboy season rushing total of 945 yards which Calvin seemed ready to demolish until he suffered a foot injury late in the season and missed by three yards.

Hill's yardage output is listed as rushing, but some of it should be listed as jumping. Such as the day when he gained 138 yards on 21 carries and one jump to top Perkins' game record.

That jump won the battle of New Orleans because Hill's feet had carried him five yards through two busted tackles but he still had three yards to go. So he sprang head-first for the end zone and the winning touchdown in the 21-17 game. "Man, it was rough out there," Hill smiled. "Why, it was as tough as the Yale-Harvard game."

Landry had avoided telling Calvin not to jump as he had been doing for extra yardage in the exhibition season. "I figure that once he gets up in the air, someone hits him and he comes down the wrong way," said Landry. "He'll change his style on his own."

This was before the New Orleans game when the Cowboys needed their future minister to jump over some Saints. Hill thought he had taken his last leap in an exhibition against the New York Jets.

"We were on the goal-line," Hill said, "and I was jammed. I veered off, saw an opening and figured if I jumped, I might sail right into the end zone. Well, I jumped, three Jets hit me and I didn't get into the end zone. I did, however, get a new opinion about all that jumping."

Calvin was a jumper at Yale, even off the football field. He holds the Yale records for broad jump (25-1 1/2) and the triple jump (51-5 1/4). "Even if Yale had spring football," said Hill, "I probably would have stayed with the track team instead. Maybe not having spring practice hurts the college football player who does not play another sport, but I don't think it hurt me."

Although he signed a year ago without the holdout fanfare of other rookie runners, Hill was not certain what he was getting into. "I didn't know," said Calvin. "It was something I was curious to find out. What do they play for, money? It isn't. They play for pride, wanting to be

the best. It's going out there and beating the hell out of the Packers, and beating Joe Namath—that's what matters."

Calvin has proven what Chuck Mercein and Mike Pyle—other Elis in the pros—have been trying to prove for a longer time. That Yale produces some potential pros. "And he has not reached his physical peak yet," Yale coach Carmen Cozza said. "He may still be a year away."

"Actually we had a line on him three years ago," said Gil Brandt, who fed the Cowboy computer and pulled out the result. "Before his senior season we had him in the top 50. He went to eighth."

Then he became the first Cowboy draft choice for the 1969 season. It was when Cowboy president Clint Murchinson heard the first draft choice was a Yale that he called his office. Clint's brother also is a Yale graduate. Clint wanted to know whether the No. 1 choice was actually a Yale man. Yes, it was.

"Well," Clint is reported to have said, "don't give him a bonus unless he's a member of Skull and Bones."

Ironically, by the middle of the season Murchinson was giving Calvin advice about investing the bonuses Calvin was earning with his magnificent performances.

By the third game of the regular 1969 season, Hill was entrenched forever in the minds of the pros. For example, Pete Retzlaff, a former Eagle end, defended Leroy Keyes' ordinary performance for the Eagles who drafted him right behind Simpson and 22 turns ahead of Hill.

"Keyes missed 43 workouts and he is behind," said Eagle general manager Retzlaff. "It's too much to expect him to be another Calvin Hill right now."

From Calvin Who? to Calvin the Yardstick. All it took for the divinity student was a few hops, steps and jumps to daylight.









# **No More Excuses for Buffalo's O.J. Simpson**

**BY LARRY FELSER**

Buffalo Evening News

**This year the ballyhooed Bill will have to cut down on the moon-lighting and prove to his teammates, and the world, that he's worth his price of admission to the pros**

• Finally, it was coming to an end.

In a few hours Buffalo would play the Chargers in San Diego Stadium and the 1969 football season, for the Bills definitely an un-vintage year, would be ended.

O. J. Simpson lingered over his tomato juice at the team meal, suggesting affirmative things for his teammates to do in the Charger game. There was some advice for so-and-so on this off-tackle play. A tip for another player on a screen pass.

Butch Byrd, the tough cornerback, watched impassively for a while but he couldn't keep still.

"Why don't you concentrate on your own job?" asked Byrd, pointedly.

O.J., almost perpetually cheerful, was stung. He tried to pass it off with a flip remark.

"I still get my money," he laughed. Few laughed with him. It was the wrong thing to say at the wrong time.

From 1 o'clock to 3:30 that afternoon the Chargers tramped up and down upon the hapless Bills. Simpson, as he had so often during his rookie season as a pro, looked like an ordinary running back. Very ordinary.

For O.J., 1970 should be his moment of truth as a professional.

In the trophy case of his new, \$150,000 home in Hollywood's Coldwater Canyon, the metal mementos of his college exploits are taking on an unattractive tarnish. His reputation as a football great is accumulating some of the same kind of tarnish as the result of his less-than-satisfactory rookie year.

How could O.J. have been anything but an immediate smash success? Could the scouts have been wrong? Could the sportswriters? Could the college coaches whose teams he shredded with his spectacular runs? Could the computers?

There were explanations for his return to mortality.

There was his long holdout, which extended into August and kept him out of the Bills' training camp while the other rookies were learning the ABCs of the commercial game.

There was the big changeover in styles, from the running offense at Southern California in which he was the key man on every play to the pass-oriented attack in Buffalo where he served more as a decoy than he did as a principal.

There was the Bills' questionable offensive line.

There was the plague of injuries to the Buffalo quarterbacks.

There was the controversial decision by John Rauch, the Buffalo coach, not to make more use of him.

But in 1970 there will be no more excuses for O.J.

In 1970 he'll have to put his money where his reputation is. Either he is a great pro runner or he isn't. The statute of limitations is running out on his college accomplishments.

When he finally got into a Buffalo uniform last summer, the pros were ready to be awed. In his first game, an exhibition in Detroit, he played a quarter. He made an

continued





## O.J. SIMPSON

continued

outstanding catch and ran 14 yards on one play from scrimmage.

"What a move he gave me!" enthused Larry Hand, the Lions' excellent defensive end. "Zig he was here, zag he was there. He's going to be great."

He couldn't get much further than the line of scrimmage in the next game against Baltimore, but the Colts were impressed.

"He won't get cut," kidded Tom Matte. "He's going to be a great one."

Oakland blasted the Bills, 50-21, but John Madden, the Raiders' coach, saw a blue lining for the losers. "O.J. made us worry all the time," said Madden. "He'll explode soon."

"If you don't stay in pursuit, he'll break it on you," said Garland Boyette, the middle linebacker for the Houston Oilers, who did stay in pursuit and nearly strangled Simpson.

Almost all the praise was extravagant. Almost all of it was in the future tense.

But Simpson's teammates showed signs of impatience. They would have preferred something more tangible, something they could laud in the present tense.

The Bills are an odd mixture. Half the team is composed of veterans who were the nucleus of Buffalo's championship teams of the mid '60s. The other half is composed of players with less than three years' experience in the pros. In the two previous seasons they won only five games.

Unlike the fans, they knew that one man doesn't make a team a winner. But they realized a player of O.J.'s touted skills could help them a great deal. At the \$325,000 package it took to get him, they expected something special.

They don't feel they got it often enough.

Last season the club won four games. Denver was beaten when O.J. accounted for 10 first downs. Miami was beaten when he made a couple of sensational plays.

But the other two victories were accomplished without his influence. Boston was defeated as O.J. watched from the bench, recovering from a head injury. Cincinnati was beaten in a snowstorm.

There could have been a fifth victory, a precious one against the defending World Champion Jets in Shea Stadium. But O.J. was illegally in motion on his own 7-yard touchdown run and the score was called back.

Simpson's failure to produce as advertised didn't seem to injure his psyche. To be accurate, he didn't have time to do much reflecting.

Hours after the Bills played their weekly game O.J. would be on a plane to some distant city, moonlighting as a good-will

man for Chevrolet or Royal Crown Cola, or for some other personal appearance.

It's hard for an athlete to concentrate when he is diverted by a second career. Then, too, O.J.'s principal football interest seemed to remain on the Southern California campus. He seemed more interested in SC's scores than he did in those of the Buffalo Bills.

"You watch, Jimmy Jones will be an All-America quarterback before he's through," he'd tell friends. "Sam Dickerson will make the tough catches with any receiver . . . Jimmy Gunn's the most underrated player in college football . . . Al Cowlings should be a first-round draft choice."

Seldom did he talk as enthusiastically of his new teammates.

But Simpson is not the first player from a glamour football school who found it tough to shed the collegiate esprit de corps in his first pro year. The interest usually subsides when those with whom they played in college end their eligibility.

It may be tougher for him to turn away from the lucrative extras which became available to him as soon as he gave up his amateur status. The Wall Street Journal estimated that his agent, Chuck Barnes of Indianapolis, will guide O.J. into the millionaire bracket within a few years.

So cutting down on the moonlighting, which probably equals his football salary, may be hard to do. Yet Barnes assesses the situation shrewdly. He knows that his client's reputation won't take him much further. O.J. has to produce on the professional playing field or future money-making opportunities aren't going to surface so often.

Barnes also realizes that it is essential for Simpson to maintain a reasonable rapport with the rest of the veteran Bills if he is to progress smoothly as a pro. Considering Simpson's warm personality and self-effacing humor, that shouldn't be difficult.

He has a finely-tuned sense of public relations, too.

When he reported to the Bills, a second-year halfback named Garry McDermott already was wearing No. 32, which Simpson made famous in two seasons at SC. It was expected that McDermott would surrender the jersey to his illustrious new teammate. But Gary didn't see it that way.

"I think I earned the right to keep it last year," he said.

In the press conference held for Simpson on the day he reported to camp he was asked about the number controversy.

"I came here to play football, not to wear a particular jersey," said Simpson, passing it off. As it turned out, McDermott was released before the season started and Simpson again wore his No. 32.

But O.J. made a lot of friends among the players with that bit of diplomacy.

There were times late in the season, however, when the rapport he had built up early was beginning to crack.

Butch Byrd spoke for a lot of players late last winter when he assessed O.J.'s current position.

"He's a great runner," said Butch, "but he's going to have to decide whether he wants to be flying to Chicago and Detroit all the time to be on television, or play football. You have to dedicate yourself to this game."

It's vital that Simpson keep on good terms with the other Bills because he's going to be with this team for quite a while. A trade seems extremely remote, despite all the rumors about him being dealt to a West Coast team.

For one thing there is the skeleton in the closet of the Bills' owner, Ralph Wilson. The skeleton's name is Daryle Lamonic.

Wilson gave his reluctant approval to one of the worst deals in the history of pro football a few years ago when he allowed Lamonic to be traded to Oakland in a deal which sent a couple of aging veterans, receiver Art Powell and quarterback Tom Flores, to Buffalo.

Flores failed to throw a touchdown pass during two seasons in Buffalo. Powell's contribution was negative—a principal role in the team's first player strike a week after he reported to training camp.

Meanwhile every time Wilson snapped on his television set Lamonic was throwing touchdown passes all over his living-room carpet. Ralph gets visibly ill every time he thinks of that trade and he vows he'd never make another one like it.

There would be one exception.

That would be a deal which would bring a proven top quarterback—although not an aged one—to Buffalo. Ralph might approve a trade for Roman Gabriel, for instance, but it's doubtful if George Allen, the Los Angeles coach, would. There's an axiom in pro football that you can win championships without a great runner but not without a great quarterback.

A Simpson-for-Gabriel trade was kicked around in the newspapers. When he read about it, Gabe snorted, "O.J. and who else would come to the Rams?"

If it wasn't a top quarterback like Gabriel, Wilson's asking price undoubtedly would be three or four young starters, all 26 years old or under.

No team could afford to gut its lineup like that, even for a potential superstar like O.J.

So O.J. must reconcile himself to Buffalo and an occasional snowy football field and the downtrodden Bills and the long fight that confronts them before they reach respectability.

Will he make it?

Byrd, for one, seems to think so. "I think he'll be a much better football player this year," says Butch.

He had better be. There will be no excuses for O.J. this time.

Injured O.J. (his teammate is Booker Edgerston) sat out Boston game.



• Roman Gabriel was back to pass and the Baltimore Colts were in to blitz. As the big Los Angeles quarterback braced, Rick Volk hit him and bounced off him, tearing away part of his uniform. Gabriel calmly threw perfectly to Bernie Casey, who caught the ball for a critical first down. It was perhaps precisely in that moment that Gabriel became the new king of quarterbacks and set the model for the modern breed.

This was in the cavernous Coliseum on a warm winter afternoon in Southern California, the final game of the regular season in 1967. The game, between the host Rams and visiting Colts, would determine the winner in the National Football League's Coastal Division. More than 75,000 persons were roaring. The stakes were high.

Johnny Unitas, perhaps the greatest quarterback in football history and with Bart Starr one of the dominant quarterbacks of the 1960s, drove the Colts to an early 7-3 lead and near to another score before a missed field-goal attempt turned the ball over to the Rams toward the end of the first quarter.

On the next play, Gabriel threw deep to Jack Snow, who ran the ball into the end zone to complete an 80-yard scoring strike, which reversed the momentum of the contest, putting the Rams up, 10-7.

Old pro Unitas brought the Colts right back on a long march, but he began to bend under defensive pressure. Hit, he threw badly and Ed Meador intercepted him near the end of the first half. Gabriel raced the clock 81 yards, scoring with 10

seconds to play on a pass to Casey that made it 17-7. Rams, at intermission.

Unitas drove the Colts to a field goal that cut the count to 17-10 in the second half. Soon, he had the Colts on the move again. Then, he was hit again, passed badly again and was intercepted again, this time by Jack Pardee. Gabriel got the Rams moving again and then came that play when he was hit as Unitas had been hit, but did not give ground. A few minutes later, he threw to Bill Truax in the end zone and the Rams wrapped it up.

The king was dead, long live the king. The small, tough, skilled Unitas was far from dead, but he had been surpassed by a big, rugged, efficient fellow who had just come to life. Two years later, in the last year of the 1960s, Gabriel would be named Most Valuable Player in the league, the star of stars as pro football entered the new era of the 1970s.

At 6-4 and 220 pounds, Roman Gabriel was and is three inches taller and 25 pounds heavier than Johnny Unitas, or, for that matter, Bart Starr. Pro football players seem to get bigger and stronger and faster every year. To keep up, to stand up to crushing punishment, to see over arm-waving rushers, quarterbacks must be bigger and stronger, if not faster, too.

Most of the new quarterback stars in pro football—including Greg Cook of Cincinnati, Daryle Lamonica of Oakland, Craig Morton of Dallas, Steve Spurrier of San Francisco and Marty Domres of San Diego—are designed along Gabriel's dimensions. And it is this sort that the scouts are studying especially hard these

days, causing them to consider Terry Bradshaw of small-time Louisiana Tech a potential superstar.

After a long apprenticeship, Gabriel became a full-time regular in 1966, and by 1969 had established himself as the ranking performer at his specialty. However, in 1970, he turns 30, a critical age for athletes, and he enters the new decade with one major question unanswered: Can he lead his team to a championship? He has not done it yet.

For most players and most teams, the question is academic. The players or their teams, or both, are not good enough. Good, perhaps, but not good enough. Gabriel and the Rams have been good, but good enough? They have come close three straight seasons and missed each time.

Suddenly, time may be running out on them.

They are not alone in this situation. Dallas' Cowboys have come close four straight seasons, three with Don Meredith at quarterback before he quit, the last one with Craig Morton, and have come up empty-handed at the finish each time. Oakland Raiders, with Daryle Lamonica at quarterback, have come close three straight seasons and come up empty-handed each time.

But, more than Oakland, more than Dallas, more than Minnesota, which won the NFL title last season, more than Kansas City which won it all with the Super Bowl, the Rams with Gabriel have seemed the dominant team in the sport until tested. Last season they won their first eleven games and many felt they would roll un-



# Will Roman Gabriel Ever Win the Big One?

**As the league's Most Valuable Player in 1969, the big Ram quarterback achieved the highest individual acclaim, but time may be running out on the noble Roman as he attempts once more to bring L.A. the crown**

beaten to a championship that would class them with the greatest of all time. Then they lost four straight games—three straight at the end of the regular season and one in the Western Division playoff—before winning a meaningless “Consolation Bowl” at the end.

When George Allen became head coach of the Rams in 1966, he inherited a team which had won 25 games, tied four and lost 65 in the preceding seven seasons, in six of which they had finished last or next to last in their division. Once they had won only one game. Another time, the season before Allen took over, they had won only two games.

Trading away draft choices and others for veterans, Allen rapidly rebuilt the Rams to respectability. His master move, however, was simply making Gabriel his full-time regular, which other coaches had not done in the four prior campaigns to the point where Gabriel disgustedly was ready to jump to Oakland.

Gabriel signed a new contract with the Rams in 1966. The NFL and AFL merged, anyway, negating Gabriel's Oakland pact. Realizing he had given up a lot of money, Roman sued, but then dropped the case in the interest of team harmony.

Allen's new Rams with Roman at the helm rose to 8-6-0 their first season, 1966. They were 11-3-0 the next season, in which they clouted the Colts in that climactic contest for divisional laurels, but were beaten badly in the Western Conference playoff, 28-7, by Green Bay.

“We used ourselves up getting there, we'd never been there before and we

weren't ready,” Gabriel commented. “We'd never won a pennant before. Having won one, we won't be satisfied with less than the championship next time. We're pointing for the top now, we've gained experience and we'll be ready for the next playoff.”

The next season, they did not reach the playoffs. Injuries crippled their bid as, despite a 10-3-1 season, they were beaten out by Baltimore for divisional laurels. Last season, they won 11 straight to clinch the divisional title, lost three straight games easing off down the stretch, entered the playoffs and failed again, blowing a 17-7 halftime lead in a 23-20 Western title loss to Minnesota.

Gabriel was brilliant throughout the campaign. He did not have a wide variety of high quality receivers or runners with which to work, but he led his team to 11 consecutive conquests, a feat which is not to be held lightly in these intensely competitive days. He completed 54 percent of his passes, had only seven passes out of 399 intercepted, gained more than 2,500 yards and threw for 24 touchdowns. Some had superior statistics, but no quarterback was considered superior.

Although the intense Allen tried hard to keep his club rolling after the crown was clinched, few were surprised when the team tailed off in meaningless contests. There is a psychological difference between wanting to win and having to win. The Rams were not sharp in the final three games and may have lost their edge.

Still, they swiftly regained their form in the first half of the playoff in Minnesota,

when the stakes were stacked high again.

Because of a personality conflict with owner Dan Reeves, Allen had been fired prior to the season. Because of pressure brought by the players, writers and fans, Reeves re-hired Allen. Because they wanted to prove themselves, few teams ever entered a playoff higher than were Allen's Rams in Minnesota.

In the first half, the Rams overpowered the Vikings. Runners who had not run effectively most of the season ran furiously to open up the Vikings to passes. Gabriel directed several long drives, controlling the ball, and threw for two touchdowns and a 10-point intermission margin.

In the second half, the Vikings almost ran the Rams out of the Stadium. As the Rams seemed to sag, the Vikings caught fire. They overcame reversals, and Joe Kapp, whose equipment does not compare to Gabriel's, outscored him, two touchdowns to none.

Gabriel could not get the Rams a touchdown in the second half. He was thrown for a safety that meant the Rams had to go beyond a field goal to win at the wire. And he was intercepted as the Rams drove for and fell short of that win at the wire.

Few blamed Gabriel for the defeat. More than any shortcomings in Roman, the lines were responsible for the outcome. The Viking defensive line outplayed the Ram offensive line, rushing and punishing Gabriel. The Viking offensive line outplayed the Ram defensive line, saving Kapp from pressure.

In fact, even in the hysteria of victory,

continued

## GABRIEL

continued

Minnesota men went out of their way to praise Gabriel. Minnesota coach Bud Grant said, "He proved himself, dispelling all doubts that he is the greatest quarterback in football today." Minnesota quarterback Kapp said, "He was the best man on the field by far."

After Minnesota beat Cleveland for NFL honors, but lost to Kansas City for Super Bowl laurels, Kapp said, "We may not have the best team, but our league has the best player, Gabriel."

The L.A. loss to Minnesota was just one loss in one game, of course, a close game which might have gone the other way. It would be unfair to make too much of it, to deny the Rams the credit they deserve for their outstanding season.

But, the fact remains after three straight outstanding regular seasons, Gabriel's Rams remain without a championship. They have a record of 32-7-3 in this time, unmatched by any other NFL club, and surpassed only by Oakland's 36-4-1 in the AFL, but they have not won a championship.

Johnny Unitas and the Baltimore Colts won two championships in the 1950s, Bart Starr and the Green Bay Packers won five in the 1960s. Will Roman Gabriel and the Los Angeles Rams win one or more in the 1970s, or has time run out on them?

Allen's record is remarkable, but his immortality hinges on producing one or more champions. Gabriel's record is remarkable, too, but his immortality, too, depends on his leading his team to some ultimate title. Perhaps he is at the mercy of the supporting cast with which Allen has surrounded him. Perhaps he has not had enough help.

"I am just one player on this team and it is a great team," Gabriel insists. "I felt all along I could do my job and we could do ours together and I think we have proven ourselves. We suffered though a lot, most of us, to reach the top, and I'd be bitter if I thought people were ignoring our remarkable record now because we lost a very close playoff game to a very fine team."

"Perhaps we won too much too early and lost our momentum at the finish, but we played well in the playoff. I know some people think the Rams are getting too old, but I thought we had proved old players often play best. Perhaps we're not spectacular, but we win, and I think we need only a break here and there, which all championship teams need, to win a championship."

Under Allen, the Rams have been a team oriented toward the defense. They have stifled their foes, scoring just enough to win. Under Allen and Gabriel, who agree on tactics, they have mounted a conservative, but efficient offense. The Rams like to run as much as pass, and pass as

much to running backs as to ends. They do not gamble a great deal, but prefer long marches which control the ball.

Up to a point, this strategy has proven sufficient. Gabriel did not have a runner or a receiver among the top ten in the league last season, yet averaged 22 points in winning the first 11 games. He made the most of a rookie runner and blocker, Larry Smith, and a home-run receiver, Wendell Tucker. A great third-down and long-gain end, Jack Snow, perhaps was not used as much as he might have been.

Allen tried to beef up his offense, but he was hurt badly when receiver Bernie Casey retired. He drafted a promising receiver, Jim Seymour, but Seymour spent most of the season in service. Allen drafted Smith and got a lot of service out of him. However when Smith tailed off, Allen refused to break up a winning combination by turning to old pros Tommy Mason or Dick Bass or young Willie Ellison, who were spectacular in practice.

Allen bolstered his offensive line by acquiring the great Bob Brown, but it was Brown who was run over by Carl Eller, when Gabriel was ground down for the safety that may have settled the playoff. Allen used Ellison and Mason in the playoff, but Mason got injured, Smith got injured and Ellison got lost in the shuffle. Gabriel did not gamble on game-breakers, but tried to grind out the victory and could not.

They sat later in a tomb-like dressing-room, wet-eyed and weary, dreadfully disappointed. "I thought we'd win big. I really thought we were ready to win big," Allen sighed softly, as though in shock. "I can't quite believe it," Gabriel said. "Maybe I'll feel differently later, but I've almost run out of hope."

Allen's Rams have been a team of old pros, who performed clutch plays in critical instances to win consistently in close games. They have had good spirit, hunger, determination, confidence. This last loss, however, may have shaken them severely.

They are aging. The Fearsome Foursome of Merlin Olsen, David Jones, Roger Brown and Lamar Lundy, with ages from 30 to 35, is down to three with the trading of Lundy. Maxie Baughan has retired, vacating the key job of defensive quarterback. Retirement beckoned a like-replacement, Jack Pardee, 35. Ed Meador, leader of the defensive backfield, decided to retire at 33.

The key veterans in the offensive line are around 30. Running backs Les Josephson, Tommy Mason and Dick Bass range from 28 to 33 and figured to retire or be relegated to obscurity. Gabriel, himself, turned 30. Allen always has insisted you win with greybeards, and he almost proved it, but now his gallant old soldiers seem in danger of tripping over their lengthening beards.

The Rams have some superb players

just entering their prime. Some, moving up or moving in, may be ready to take up the slack created by departing or departed stars. The Rams landed in a division in the realigned NFL in which it is hard to imagine them losing. But will they be more able to win in the playoffs this season than they were the last three years? It hardly seems likely.

The suspicion grows that if it is not too late for the Rams who restored pro football in the Far West to respectability with so much splendid football the last three or four years, it is perhaps now or never for them in this first year of the 1970s.

Allen seems to suspect as much, as evidenced by his astonishing gamble in trading a proven field-goal kicker, Bruce Gossett, for defensive back Kermit Alexander. Needing touchdowns more than ever, the responsibility for leadership now rests on Gabriel more than ever.

Big Roman Gabriel has always been strong and smart. He always could throw hard and long. Now he can throw soft and short. He now can throw any kind of pass dictated by a situation, and with deadly accuracy. He played the last part of last season with a bad leg. He has proved he has the courage and ruggedness to perform under pressure and pain. He is poised. He calls clever games and seems on the verge of opening up to use his varied talents with imagination and daring. He has the confidence of his teammates and his coach, and the respect of his foes.

He has mastered his profession and matured to the verge of greatness. He does not have much further to go, but he has found it is a hard way to go.

A small-town boy out of North Carolina, he once gave the heave-ho to a photographer who sought to snap his picture at study in a classroom. Growing up, he was uncomfortable with fame, and considered almost a recluse on campus. In his early days as a professional, he was mistrustful of outsiders, shy, frustrated by lack of opportunity to prove himself.

With opportunity, and with success, he has altered. Strikingly handsome, intelligent, articulate, he is perfect with the press. He and Merlin Olsen are in business together with a travel agency, a vitamin company and a Volkswagen dealership. He drives a \$7,000 Porsche. He and his pretty wife, Suzy, live in a handsome 18-room house with a swimming pool. They have three healthy sons. Success becomes him.

But he is a proud person and driven by the desire to attain that one last goal to which he and his teammates have dedicated themselves. He is symbolic of the Rams, suddenly an old pro and leader of a team of old pros who are running out of time as they reach desperately now, perhaps one last time, for that ultimate glory which so far and so barely has escaped their grasp.





**BE AN INSTANT GRID EXPERT....**

Read  
**AUTHORITATIVE  
INFORMATIVE**

# FOOTBALL FORECASTER

**Complete Professional and College  
Football Coverage**

**Outstanding Features, Slants, Predictions  
By Nationally Noted Grid Authorities**

Big-Name Photos — Thrilling Action Shots

*IN-DEPTH, "INSIDE" STORIES AND COLUMNS BY FAMOUS WRITERS*



**BLACKIE SHERROD**  
Dallas Times-Herald



**JESSE OUTLAR**  
Atlanta Constitution



**JACK MURPHY**  
San Diego Union



**DAVE DILES**  
ABC Network Radio-TV



**RUSSELL BERG**  
Top Analyst-Swami



**WENDELL SMITH**  
Chicago Sun-Times

**12  
BIG ISSUES  
\$4.00**  
→  
**SUBSCRIBE  
NOW!**

(DEALERS WANTED!)

## FOOTBALL FORECASTER

15324 Mack Ave., Grosse Pte., Mich. 48224

Enclosed find Money Order or Check for \$4.00 for a 1-Year Subscription, via First Class Mail (\$5.00 if by Air Mail), to FOOTBALL FORECASTER, Beginning with Big Kick-Off Issue in August 1970.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

CHECK ONE:

☐ RENEWAL

☐ NEW SUBSCRIPTION





# JERRY MAYS' SUPER BOWL REVENGE

BY LARRY FELSER

Buffalo Evening News

***Humiliated on that first Super Sunday four years ago in Los Angeles, Kansas City's mighty defensive tackle finally settled his score with the NFL last January in New Orleans***

Jerry Mays flies at Minnesota's Joe Kapp.



A first-class citizen, indeed.

• A television cameraman was stepping on the bare feet of a strong-side safety man. Fred Arbanas was yelling for champagne. Hank Stram was being lifted atop a carton of shoulder pads so he could answer the shouted questions of five score newspapermen. And the President of the United States was trying to reach Lenny Dawson on the telephone.

It was the happy chaos of the Kansas City dressing room late on Super Bowl Sunday in the Sugar Bowl.

Off in a far corner Jerry Mays was attempting to be as polite and cooperative as usual. And, as usual, he was being completely honest.

"This patch," he said, clutching a cloth insignia which had been sewed on the arms of the Kansas City jerseys hours before game time, "means more to me than the money or anything else."

The patch bore the initials "AFL" above the numeral 10.

To the casual observer, it was an afterthought. The American Football League was holding its going-out-of-business sale. After this day, and the following Sunday in Houston at the anti-climactic All-Star game, the league would be merged with the National and its identity would be ob-

scured by the new name—American Conference.

But to Jerry Mays it wasn't an afterthought. It was a symbol of his revenge.

Vengeance seems incompatible with Mays' character.

In the fast-buck world of professional sports, where, sadly, true gentlemen are rare, Mays is a true gentleman.

But he is too human not to crave revenge.

This was the day he had to settle his score with the old, established NFL.

It was NFL propaganda which had made him a second-class citizen in his chosen sport. It was the NFL which drove him out of his home town, Dallas. It was an NFL team and an NFL star which caused him to suffer the worst moment of mortification in his life.

"I've been waiting for this. Oh, how I've been waiting," he repeated again and again in the corner of that dressing room.

The Minnesota Vikings had just been sent off the field a badly-beaten loser. Mays, like the rest of his defensive teammates, battered the Vikings with a spirit of frenzy.

If Joe Kapp and Dave Osborn and Bill Brown and the rest of the Vikings' offense

knew of Mays' background, they could have understood that frenzy—even though the bruises would have hurt just as much.

For Jerry, his personal crusade had its beginning way back in December of 1960 at the East-West Shrine game in San Francisco. As far as he was concerned, it was to be his final football game.

His college team, Southern Methodist, finished its 10-game season without winning. Quite frankly, he did not feel his ability would get him very far as a pro.

This was a war year, however, when the AFL fought the NFL over warm bodies, let alone stars. Mays, despite SMU's record, had been drafted by both the Dallas Texans of the AFL and the new Minnesota team in the National League.

Privately he did not concede himself much of a chance to win a job in the pros. But the bonus money being offered by the teams competing for his signature would buy a house for his wife and three children, so there was no question that he would sign.

But the East-West game did something for his confidence. It showed him that players with greater reputations in college didn't necessarily have greater ability than he did. He began to think more seriously

continued

## JERRY MAYS

continued

of a future in pro football and signed with the Texans.

Pro football in Dallas was fun. Mays soon won a starting job at defensive tackle. Playing before his friends was an added touch. He was recognized in the community. It wasn't quite the recognition stars of the NFL Cowboys like Bob Lilly, Don Meredith and Don Perkins got, but it was welcome.

In 1962 Mays played a major role in one of the most dramatic moments in sports history—the Texans' 20-17 double-overtime victory over the Houston Oilers in the AFL championship game.

But he hardly had time to reflect upon the glory of that game when crushing news came.

Owner Lamar Hunt decided to move the Texans north to Kansas City, Mo. The decision was forced upon Hunt by the greater popularity of the Cowboys in Dallas.

The move forced Mays to make a painful decision. He had been combining two careers, one as a football player, the other as a civil engineer in his father's construction business. His father, Avery, had grown to depend on him.

Motivated by his strong sense of responsibility, Mays decided to quit football. He announced his decision early, so that Hank Stram, the coach, would have time to replace him.

But Mays' reputation as a player and leader had reached Kansas City. There was a group formed for the specific purpose of trying to get Jerry to change his mind about retirement. One dairy even carried posters on its delivery trucks, urging fans to write to Mays and ask him to reconsider.

He received 2500 letters.

A more callous athlete might have dumped most of them into the garbage. Mays read them all. He not only read them, he was moved by them. He reconsidered and reported to training camp ahead of schedule.

Suddenly it was 1967 and the National and American Leagues, after years of dirty looks, actually were going to meet on the football field. The NFL representative was Vince Lombardi's Green Bay Packers. The AFL delegate was Kansas City.

A few days before the game Mays sat in the stands of a Long Beach, Calif., stadium after a Chiefs' workout to talk with reporters. As usual, he was helpful, revealing a human-interest angle which was used by most of the writers.

He spoke of the Packer against whom he would be playing the following Sunday. His opponent would be a fellow SMU alumnus, Forrest Gregg.

"I've followed Gregg's career since he

was a senior at SMU," Mays admitted. "He was my idol.

"I never met him in person until the Packers played an exhibition game against the Cowboys in Dallas. I made a point of going up to him and introducing myself."

Like Gregg, Mays had worn jersey No. 75 since his college days. Jerry asked for the numerals when he was a freshman because they had been worn by his idol.

On that first Super Sunday in the Los Angeles Coliseum, Gregg's green 75 dominated the red 75 on Mays' back.

Late in the game, with the Packers a sure winner, right guard Jerry Kramer, the author of "Instant Replay," couldn't resist a taunt.

"Who've you got, Forrest?" he asked as the Packer offense came to the line of scrimmage. Gregg shrugged.

"I'll block down on (tackle Andy) Rice," said Kramer. "You get Old Idle there."

Mays was stung.

Mays was brutally honest with himself after the game.

"I was personally too tight the entire ball game," he admitted. "I couldn't seem to settle down.

"I believe we lost our poise completely after Willie Wood intercepted a pass and returned it 50 yards to our five. I remember what I said after I ran out on the field. I said 'this is the ball game right here.'"

Mays was just as honest with himself during the 1967 and '68 season, when the Chiefs were finishing second to Oakland in the AFL's Western Division. There was no false bravado from him about "how the team has matured."

But last year he knew the difference was there.

The difference was in a defensive lineup far different from the one exploited by the Packers in January of '67. Seven of the 11 men now starting for Kansas City hadn't been with the Chiefs in that first Super Bowl.

Curly Culp, a snake-quick former college wrestling champion, was stationed at tackle now. The defensive end opposite Mays was a coming superstar of pro football, Aaron Brown. In between them, as a steady influence, was giant Buck Buchanan.

Two starting linebackers, middle man Willie Lanier and Jim Lynch, were college seniors when Mays suffered his embarrassment in front of Gregg. Now they combined with Bobby Bell to form the most effective linebacking unit in football.

It was Lanier who stood in his own end zone, tears streaming down his face, screaming "we can't let 'em score," as the New York Jets marched up to a first-and-goal situation in the AFL's semi-final playoff game in December. The Jets didn't score, either.

One cornerback, Emmitt Thomas, and the strong safety, Jim Kearney, were the products of Hank Stram's patience. The

little coach saw something in Kearney, who had been kicked around by a couple of other teams. It paid off, as Kearney showed he could cover the best of tight ends. Thomas was an ineffective sub for three years, but Stram told intimates "I think he'll be a great one eventually." Thomas led the AFL in interceptions.

The other cornerback was a rookie, Jim Marsalis.

Bell had been asked a few weeks before if the Chiefs were worried about the opposing quarterback going to work on Marsalis because of his inexperience.

"After two or three games," laughed Bell, "we stopped considering Marsalis a rookie."

In the AFL playoffs Marsalis underlined Bell's comment by putting the handcuffs on Fred Biletnikoff of Oakland and George Sauer of New York.

Overseeing the entire defense was the centerfielder, seasoned Johnny Robinson.

And, of course, there was Jerry Mays. As always, he was hustling.

"The only chance I have of playing respectable football is if I give 100 percent effort. If I don't, I'm zero."

"I've just never really had great athletic ability. I'm not extremely agile and I'm not extremely fast. I'm not even extremely strong. Therefore the only way I can perform is at 100 percent. In my philosophy I just don't see any excuse for giving less."

Buchanan and Robinson and Bell and the rest of the Chiefs call him "Huzza," a shortened version of Hustle.

They showed each other the way and it wasn't the path they took in 1967:

"Our team always has had a close-knit defensive unit," said Mays. "But I don't believe I've ever been on one this close, as compatible from a personality standpoint as this one.

"We actually enjoy each other. We're very proud of each other and enjoy playing together. I don't think there's anything in the way of selfishness that would distract from us playing as a unit."

It's late in the game on Super Sunday, 1970.

Osborn takes a crack at the Chiefs' line and Culp stops him. Brown blasts Kapp for a loss. Marsalis intercepts. Robinson intercepts. Kapp is hounded again and this time it is Mays.

Buchanan knocks over two pass blockers and flattens Kapp. Then Brown applies the coup de grace. Kapp doesn't get up.

Jerry Mays' revenge is complete.

"We were humiliated in the past and we had to bite our tongues," says Mays as Richard M. Nixon finally reaches Lenny Dawson.

"But this was satisfaction.

"I forced myself not to think about that first game with the Packers three years ago. I never did watch the films of that game.

"After today I think I might just take a look at that movie."



# The FOOTBALL NEWS

invites you to  
subscribe on a  
**MONEY BACK  
GUARANTEE**



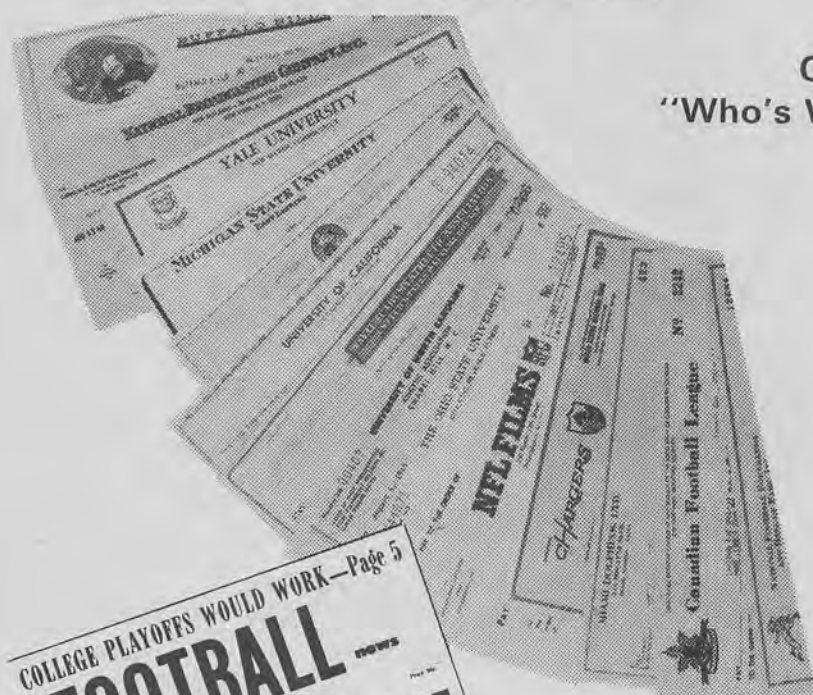
Our Subscriber List is like  
"Who's Who" in the sports world

**Add Your Name NOW!**

For 32 years, thousands of grid fans  
have made the FOOTBALL NEWS the  
NO. 1 grid newspaper.

Top coverage! 18 Big issues jam  
packed with outstandingly accurate  
predictions, stories, statistics, records,  
analysis by top writers. Mailed from  
Detroit each Monday.

Authoritative! FOOTBALL experts from  
coast-to-coast, coaches, players, own-  
ers, sports writers and broadcasters  
all read the FOOTBALL NEWS each  
week.



**GET 18 BIG  
ISSUES**



**FREE**

Get two extra  
pre-season  
issues (pro & college)  
by sending  
order now.

**MAIL COUPON TODAY!**

**FOOTBALL NEWS** P.O. Box 2043, Detroit, Mich. 48231

**YES—Send me the Football News for this  
season on a money-back guarantee.  
My check or money order is enclosed.**

**Dept. G**

☐ \$6 2nd Class    NAME .....

☐ \$10 1st Class    ADDRESS .....

☐ \$12 AIRMAIL    CITY .....

☐ New    STATE.....

☐ Renewal    ZIP .....



Wearing his special shoe, New Orleans' Tom Dempsey boots winning field goal with five seconds to play against the New York Giants.

## MIRACLE MAN OF THE SAINTS

continued from inside front cover

**BY PETER FINNEY**

New Orleans States-Item

• Ask Tom Fears why he considers Tom Dempsey a "miracle Saint" and he'll tell you: "First he fell out of the heavens and then he began kicking moon-shot field goals."

With a cherubic face on a 265-pound frame, Dempsey qualifies on all counts and, after he got a taste of those wild crowds in Tulane Stadium, he said: "Someone up there must like me."

So far as popularity goes, Tom Dempsey ranks right up there alongside his more established teammates Danny Abramowicz, the NFL's leading pass catcher, quarterback Billy Kilmer, and the now retired Doug Atkins.

"Getting Dempsey," says coach Fears, "was simply a matter of being in the right place at the right time."

A year ago July, the Saints were dug in—for the third straight year—at Cal Western in San Diego, 60 miles from the Charger camp at Irvine.

As rosters were being trimmed, it came as no surprise to Dempsey that he was losing out to his good friend, Dennis Partee, for the Chargers' specialist job.

"Dennis had the advantage of being able to punt as well as placekick," says Dempsey. "He and I were real close. We had an off-season business together and played lots of golf. It was certainly no disgrace to get beaten out by him."

As soon as he got the word from Charger coach Sid Gillman that he was on waivers, he motored over to Cal Western and offered himself to Tom Fears.

"I couldn't believe he'd clear waivers in

the AFL but I guess everyone had a kick-er," recalls Fears. "It was almost too much to expect to get someone like him—and have to give up nothing."

The previous summer Fears had taken his Saint rookies to scrimmage the Charger rookies and, at halftime, he got his first look at the man they call "Mr. Square Toe" and "Elevator Foot."

"We had a kicking exhibition and that Dempsey took our breath away," notes Fears. "Our guys were having trouble getting it through from the 30 and Tom was back there booming 'em from the 50. It was disheartening."

The first thing anyone notices about Tom Dempsey is what fate decreed: he has half of a right foot and only a stub for a right hand—results of a birth defect.



"That told me something about the guy before I ever met him," says Fears. "It took guts to do what he was doing."

So the question persists: Why did the AFL pass him up?

"That's easy," discloses Dempsey. "The word had gotten around I was a goof-off. When I was with the Chargers, I admit I broke curfew a few times but I'm no troublemaker. And I've always been serious about football."

Dempsey gives all of the credit to his father who encouraged his handicapped son to compete in youth athletic programs and then in high school at San Dieguito, Calif., where Tom played defensive end.

"My high school coach rode me constantly and forced me to be a better ball player than I ever dreamed I could be," says Tom. "He was the driving force after my parents laid the groundwork. Parents admit you have a handicap, but they didn't let it upset my outlook. It hurt when little kids make fun of you but you grow out of that. I think the fact my parents never coddled me has been responsible for the success I have achieved."

It wasn't until he arrived at Palomar Junior College in San Marcos, Calif., that Dempsey became a kicker.

"I simply tried it one day in practice and discovered I could do it."

At first he used a specially-made shoe. In his last year, with one on order, he began to worry when some of the other place-kickers started to impress the coach.

So Tom began kicking without a shoe and, with his stub of a foot, he proceeded to kick 'em higher and farther. "In practice," he says, "I kicked one bare-footed that carried 61 yards."

At Palomar, Dempsey attempted only two field goals—he drilled one through from 47 yards—but, in 1967, having joined the Lowell (Mass.) Giants of the Atlantic Coast Conference ("I didn't like the college atmosphere and I wanted to get paid"), he received his first bona fide opportunity.

"My longest field goal at Lowell was 57 yards—one yard better than the NFL record," says Tom. "But I guess my biggest bang came in a game against Waterbury, Conn. I got into a kickoff real good and the ball sailed over the end zone stands and out of the stadium. Must have traveled close to 90 yards."

When he joined the Chargers in '68, and managed to hang on as a taxi squad member, Dempsey was still trying to put everything in every kick.

"I began to realize I was sacrificing accuracy for distance," he says. "So I began to do an awful lot of experimenting on my angle of approach and where to strike the ball."

Dempsey's manner dazzled Saint holder Dave Whitsell, a veteran NFL campaigner.

"Tom is the first kicker I've ever seen who doesn't lock his foot in an upright position," he says. "He can't, of course, because of his birth defect. He locks it in a

"down" position and this accounts for his tremendous loft."

Which is exactly what impressed Tom Fears.

"There is no way you can block a kick of Dempsey's if we get a good hold," says Fears. "We lost a game to the Cardinals in 1968 when we had one blocked by a linebacker who jumped in the air behind the line of scrimmage. Movies showed the kick was on target but it was one of those slow risers and it cost us the game."

The kicker at the time was 5-11, 165-pound Charley Durkee. When Durkee got a look at Dempsey, four inches taller and 100 pounds heavier, it was no surprise the Saints' regular placekicker in '67 and '68 became psyched. So much so he left the squad—and pro football—two weeks after Tom joined the team.

If there was a clincher, it came in an exhibition game against the Broncos in Denver. Shortly after Dempsey booted field goals of 49 and 54 yards to spark a 28-22 Saint victory, Durkee packed his gear.

Once he became a Saint, the biggest hurdle Dempsey had to clear was an okay on his custom-made \$200 kicking shoe. It took Mark Duncan of Pete Rozelle's office about 15 seconds to give the green light to Dempsey's weapon, one made by an orthopedic company in California.

It has no metal, the only aid being a one-and-three-quarter-inch leather boost on the "sawed-off" kicking surface.

"I have one shoe reinforced with metal but I only use it in practice," says Tom. "They'd never approve that one."

The fact that Dempsey has no right hand does not affect his balance. His biggest problem—one he will come to grips with this fall—is eating.

"At one time last season, I hit 275," he says. "By the end of the year, it was getting to me. I'm determined to get down to 235 this year. I'm going to do it by pushing myself away from the table and by playing handball."

Dempsey and teammate Dave Long, a defensive end, were contemplating a tour as wrestlers but they gave up the idea. Tom remained in New Orleans off-season and worked for a brokerage agency in mutual funds.

"Got to admit it's a lot more classy, and stable, than wrestling," says Tom.

Aside from courage, Dempsey has an excellent sense of humor, one enabling him to take kidding in stride. He once cracked up his teammates by telling the trainer before a game: "You taped me so tight I feel toes." Once he was reminded, before a crucial kick, not to let his toes go to sleep.

Because of his size, the Saints call Tom "Sofa"—after a writer compared him to an over-stuffed piece of furniture.

Dempsey had no trouble being accepted, especially after kicking himself into the hearts of his teammates.

Possibly his biggest moment came as the December shadows lengthened in Yankee Stadium in New York. He had al-

ready kicked three field goals but still the Saints were trailing the Giants, 24-22, as the seconds ticked away.

Billy Kilmer cranked up a desperation drive that slowly got the Saints into field-goal range. Once inside the 20, Kilmer decided to eat up as much of the clock as possible to keep Fran Tarkenton from getting his hands on the ball—after the Saints' field-goal attempt.

"He cut it awfully close," says Tom, who kicked a nine-yard field goal for a 25-24 win, with only five seconds left. "I was pulling for a touchdown but then, all of a sudden, I was out there with the monkey on my back."

Earlier in the season, in the Coliseum at Los Angeles, Dempsey drilled one through from 55 yards, a yard shy of Bert Rechichar's NFL mark.

Eight of Dempsey's 22 field goals—he attempted 41—were 40 yards and better. The average on his successes was 38 yards.

Significantly, of Tom's 19 misses, 10 were from distances of 50 yards and more. Inside the 20, he was five for six; from the 21 to 30, he was six for seven; from the 31 to 40, three for six; from the 41 to 50, he was seven for 11; from the 51 to 60, one for 11.

"I blew some kicks I should have made and they cost us," says Tom. "The coaches have made up a film strip of my makes and misses and I'm going to pour over it before the new season."

"Usually, when I miss, I'm not following through properly. It's easy to spot on film. My technique is simple; I do a little hop step and get up on the toes of my left foot. Then I drive my body through the ball."

"You can't find any holders better than Davie Whitsell. I like to have the ball held straight up, laces forward. And, if it is tilted, I'd rather have it tilted forward, rather than backward. If it tilts forward, I can get my foot under it even better."

Dempsey never ceases to be amazed by the enthusiasm of New Orleans fans.

"I had heard a lot about them," he says, "but you have to experience it to really get the feeling. They help keep you pumped up."

Tom Fears is so enthusiastic over Dempsey's future, he has been predicting a 60-yard field goal for some time.

"What most people overlook is the psychological boost Tom gives our special teams," says Fears. "And I'm referring to his kickoffs, not his field goals. They go up almost perpendicularly and some we've clocked have stayed in the air for four-and-a-half seconds. You can cover the hell out of 'em."

If Dempsey's diet works as planned, he thinks he'll be booming 'em higher than ever.

"I got leg weary toward the end of last season," says Tom. "And I know my weight had a lot to do with it. I can't wait to see the look on those guys' faces this year. When they see the new Dempsey, they'll change that 'sofa' to 'love seat.' "●

# AMERICAN CONFERENCE ROUNDUP

BY BARRY COBB

Cincinnati Post

• The year 1970 will go down in history as the year of the merger—the year the romance between the American and National Football Leagues turns into marriage. It also should be the year the American Football League (now the American Conference) wins its third straight Super Bowl.

To complete the merger, two of the elite franchises of the NFL, the Baltimore Colts and Cleveland Browns, join the Pittsburgh Steelers in crossing to the AFL side for the 1970 season. That creates a 13-team balance between the two leagues and puts them on an equal basis for the first time.

The Browns, runners-up in the NFL last season, should find little trouble breezing through the American Conference Central Division, the division with the bright young quarterbacks—Mike Phipps, Cleveland; Terry Bradshaw, Pittsburgh, and Greg Cook, Cincinnati. The Browns, though, likely will stumble in the four-team playoffs, which will include the three division winners and the second-place team in the conference with the best record.

The Colts, still smarting from their Super Bowl loss to the Jets two seasons back, will have to wait for revenge as Joe Namath is expected to lead New York to the division title in the East.

The West has the strongest division in either conference and likely will produce the closest race. The Oakland Raiders, with another super year from quarterback Daryle Lamonia, should

## HOW THEY'LL FINISH

### WEST

Oakland Raiders  
Kansas City Chiefs  
San Diego Chargers  
Denver Broncos

### EAST

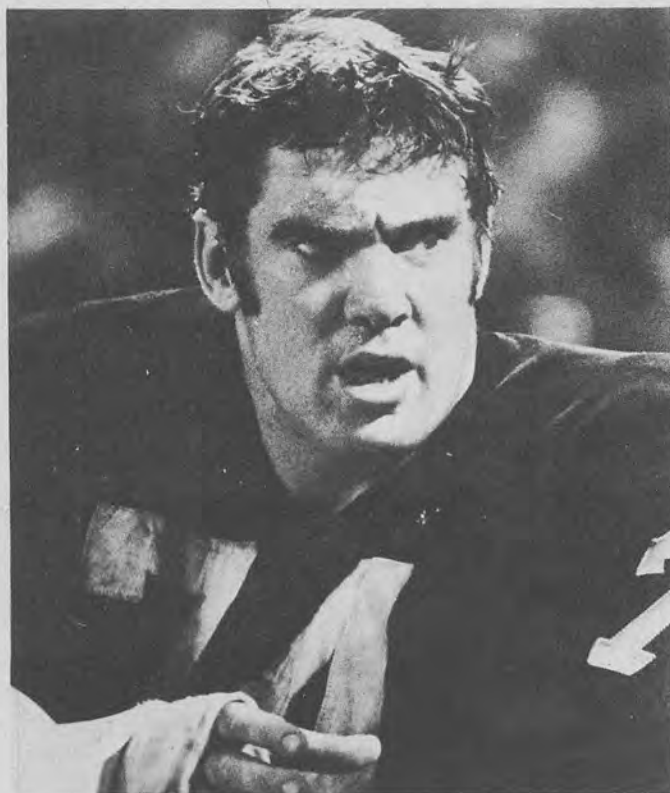
New York Jets  
Baltimore Colts  
Boston Patriots  
Miami Dolphins  
Buffalo Bills

### CENTRAL

Cleveland Browns  
Cincinnati Bengals  
Houston Oilers  
Pittsburgh Steelers

nose out the defending world champion Kansas City Chiefs for the title. The Chiefs are a cinch to make the playoffs again as the best second-place team in the conference.

This time, however, Oakland is the choice to come out on top in the playoffs and defeat the Minnesota Vikings in the Super Bowl. •



Tom Keating came back from serious leg injury.

Big Ben Davidson is still roughing up quarterbacks.



## WESTERN DIVISION

# Oakland Raiders

• Only a new playoff system kept the Oakland Raiders from winning the American Football League championship last season. Instead the Kansas City Chiefs, runners-up in the Western Division and a team the Raiders had beaten twice in the regular season, walked off with the AFL crown and Super Bowl.

Over the last three years the Raiders' record of 37-4-1 was the best in pro football. Their 12-1-1 mark last season was tops in either league. But all they have to show for it is a league championship in 1967. The big one has always slipped away.

Quarterback Daryle Lamonica and 34-year-old John Madden, the youngest head coach in pro football, hope to change that this season. They figure this is the year.

If Lamonica can duplicate last year's performance, the Raiders could go all the way. His completions (221) and touchdown passes (34) were far and away the best marks in the league. And, at age 28, he's just reaching his peak.

A quarterback is only as good as his receivers, and Lamonica has two of the best. Fred Biletnikoff, short on speed but with the moves to make up for it, finished second in receptions to Lance Alworth last year with 54. Fleet-footed Warren Wells

caught 40 and his 14 touchdowns led the league for the second straight year.

On the ground, the Raiders move behind three-year veteran Charley Smith, their top runner last season, and always dangerous but injury-prone Hewritt Dixon.

All-league performers like center Jim Otto, tackle Harry Schuh and guard Gene Upshaw make the offensive line as good as any in the game. The defensive secondary also ranks near the top with George Atkinson, Willie Brown and Dave Grayson. Oakland led the league in pass defense, allowing a completion average of 38.9 per cent.

Ageless George Blanda, who will be 43 in September, should be around again as Lamonica's understudy and to handle the placekicking. Blanda has booted a record 154 consecutive extra points.

Morgan State tight end Raymond Chester, the Raiders' No. 1 draft choice, may be groomed to replace 11-year veteran Billy Cannon. The Raiders also drafted Ted Koy, the Texas running back, and linebackers Gerald Irons, Maryland State, and Tony Cline, Miami (Fla.).



Part of the offensive wall: Harry Schuh (left) and Bob Svihus



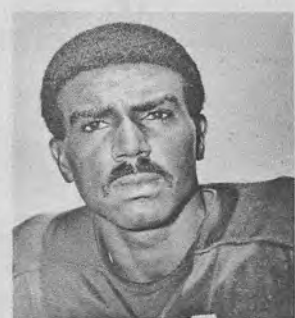
George Atkinson



Willie Brown



Jim Otto



Warren Wells



Daryle Lamonica



Fred Biletnikoff



Dave Grayson



Charlie Smith

# Kansas City Chiefs

•Hank Stram will tell you the name of the game is defense. And he proved it last year by taking the Kansas City Chiefs, the league's best defensive team, to the league championship and the Super Bowl title.

To do it again, the Chiefs will need the same kind of luck they had in 1969 with their defensive unit, which led the league in 18 different categories. The KC defenders miraculously escaped serious injury all year and the Chiefs were able to start the same eleven players on defense for 14 regular-season and three post-season contests.

"It certainly is something new in my experience," says Stram, a man whose multiple offensive and defensive align-

ments could revolutionize football in the 1970s.

The Chiefs topped both leagues in interceptions last season with 32. Emmitt Thomas swiped nine to set the pace. He'll be operating again behind a rugged front line, including Jerry Mays, Curley Culp, Buck Buchanan and Aaron Brown, and the best linebacking trio in football in Bobby Bell, Willie Lanier and Jim Lynch. Last year's rookie star, Jim Marsalis, Jim Kearney and Johnny Robinson team with Thomas in the secondary.

The KC mini-backs—Robert Holmes, Mike Garrett and Warren McVea—are swift and elusive and the Chiefs expect another big year from quarterback Len Dawson. They also have a capable replacement in Mike Livingston, who stepped in admirably when Dawson was sidelined with a knee injury last season.

The receiving corps is solid with Otis Taylor, Frank Pitts and Gloster Richardson, and the offensive line of Jim Tyrer, Ed Budde, E.J. Holub, Mo Moorman and Dave Hill paves the way for KC's devastating ground attack.

In the college draft, Stram and his aides were looking to the future. Sid Smith, the Southern California offensive tackle, was their No. 1 choice. After Smith they went for defensive talent, taking linebacker Clyde Werner, Washington; end Billy Bob Barnett, Texas A&M, and back David Hadley, Alcorn A&M.

The Chiefs could go all the way again, but getting by Oakland two years in a row may be a tough nut to crack. •



Jim Tyrer



Buck Buchanan



Bobby Bell



Emmitt Thomas



Willie Lanier



Johnny Robinson



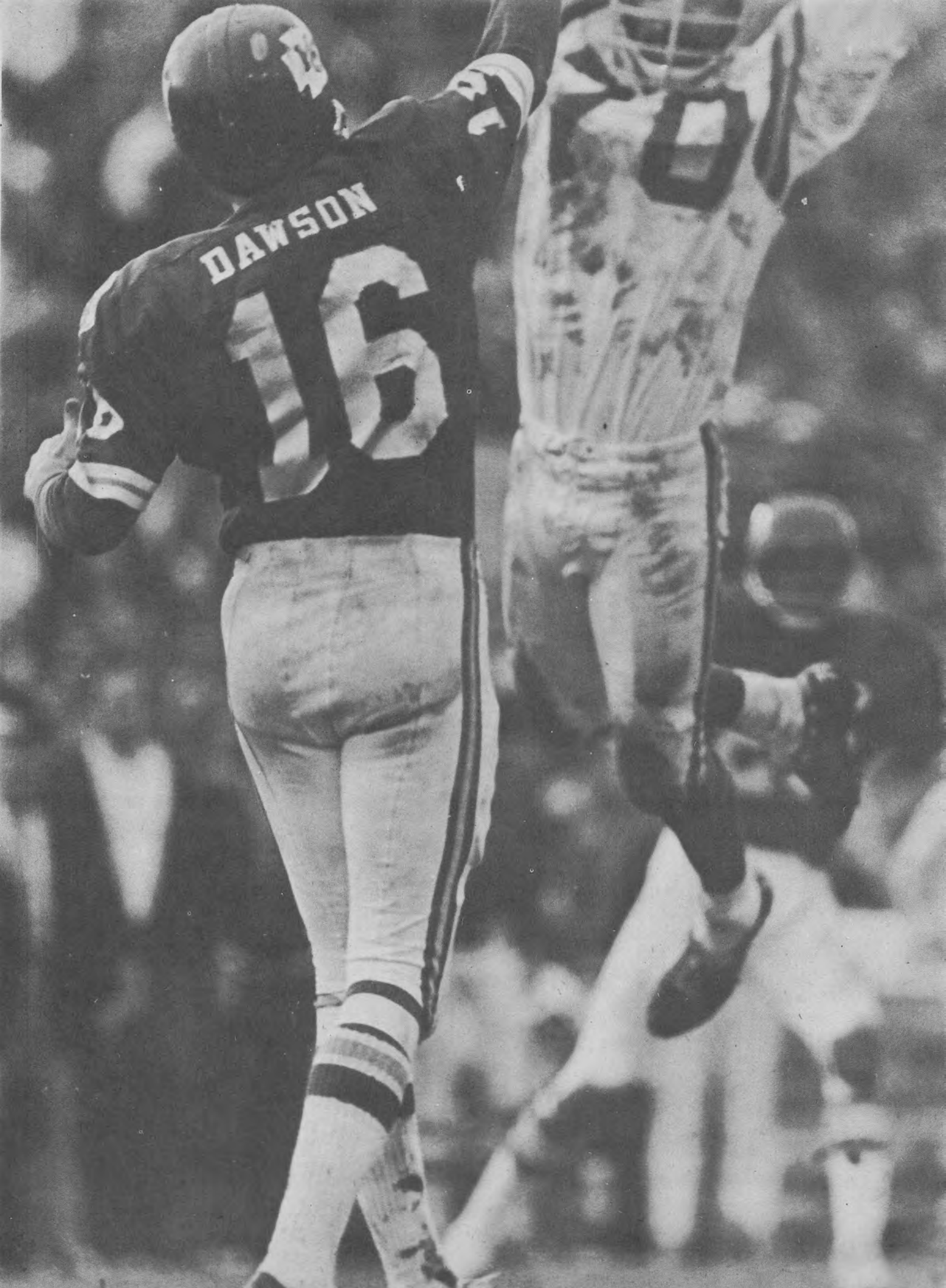
Otis Taylor



Mike Garrett

Will Len Dawson's knees hold up again?





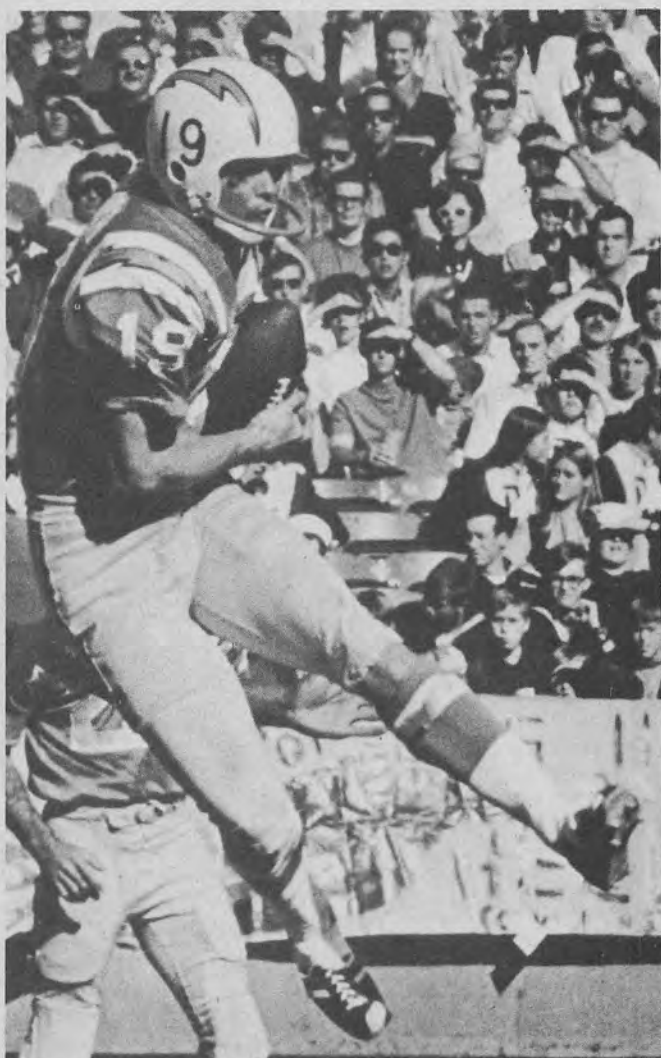
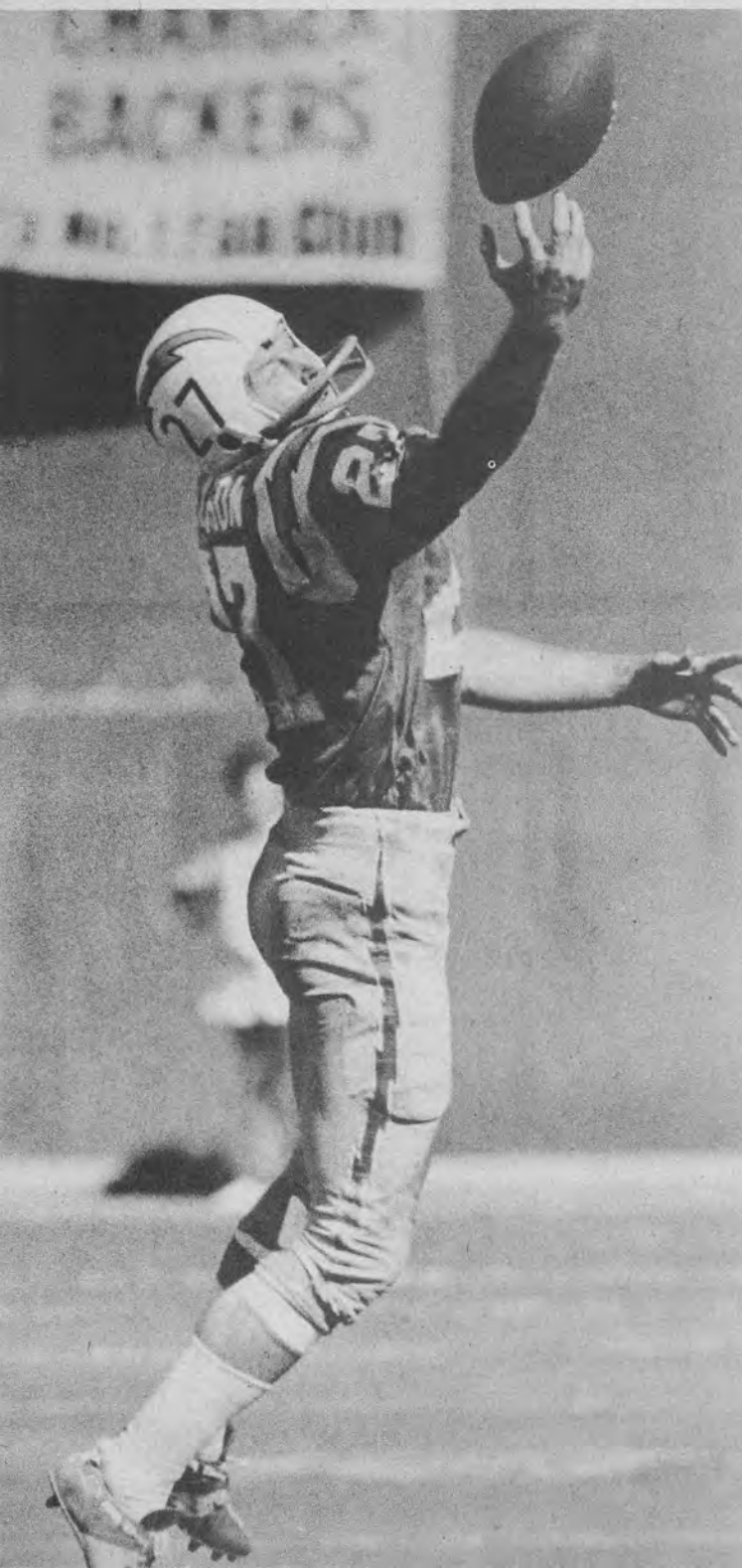
# San Diego Chargers

•Sid Gillman and the American Football League bowed out together—the end of an era for the San Diego Chargers. Gillman and the Chargers have been synonymous since the AFL started play in 1960. El Sid led them to five division titles and one league championship in the first six years of the league's existence, setting the early pace in the fight for AFL survival.

Health problems forced Gillman to step down as head coach in midseason last year but he's still around as general manager. Charlie Waller became the head man on the field and the Chargers finished fast under his leadership, winning their last four games for a respectable 8-6 record.

The Chargers still have a sound ball club, although quarterback is a cause for concern. Eight-year veteran John Hadl was less than sensational, but still ended up fifth in passing and surpassed 2,000 yards for the sixth consecutive year. He'll be pressed by Marty Domres, impressive as a rookie last season.

Lance Alworth and Gary Garrison are both brilliant receivers. Alworth captured his second pass-catching title in a row last season with 64 catches for 1003 yards, the seventh consecutive year he's gone over the 1000-yard mark. He also established an all-time pro record by catching passes in 96 con-



Lance Alworth's 64 receptions topped the AFL for the second straight year.

Gary Garrison snared 40 passes and scored seven TDs.



secutive games. Garrison, despite a shoulder injury, caught 40 for 804 yards. With Gary in the lineup, the Chargers were 8-2. Without him, they were 8-6.

To go with the Alworth-Garrison duo, the Chargers added Walker Gillette, the Richmond speedster, as their No. 1 draft choice and picked Syracuse's Bill Maddox No. 3 to help at tight end, where rookie Bob Miller (USC) and oft-injured Willie Frazier are the other candidates.

Tom Williams, California-Davis, was the Chargers' second-round choice to strengthen the defensive line, anchored by Steve DeLong and 290-pound Russ Washington. The Chargers nailed the quarterback 35 times last year, and DeLong was responsible for 17 of them. Ex-Ram Lamar Lundy adds depth.

The Chargers have an adequate secondary with Kenny Graham, Bob Howard and Jim Hill, and a strong offensive line headed by guard Walt Sweeney. They'll miss tackle Ron Mix, who retired after a star-studded 10-year career.

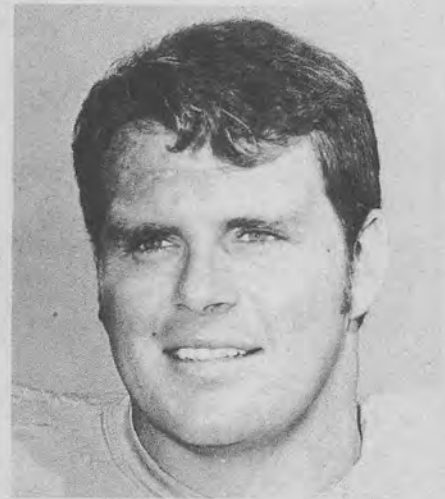
Dick Post, the AFL rushing leader last season with 873 yards, should have another banner year with help from Russ Smith. Ron Sayers, brother of the Chicago Bears' great running back, could be a surprise. •



John Hadl threw 10 TD passes.



Marty Domres will press John Hadl for quarterbacking reins.



Walt Sweeney

Dicky Post was the AFL's leading rusher with 873 yards.



Jim Hill

# Denver Broncos

•Lou Saban has been one of the big wheeler-dealers of pro football, but so far his moves have failed to produce a winner with the Denver Broncos.

Denver fans are accustomed to losing football, although they keep flocking to Bronco games in record numbers. Ten years in the American Football League without a winning season—that's the Bronco story. The closest they came was a 7-7 split in 1962.

Realignment ushers in a new era in 1970, but the Broncos find themselves stuck in the same division with the same Western Division rivals—Kansas City, Oakland and San Diego. It's the toughest division in either conference. Western Division teams had a combined 37-17-2 record last year and it won't be any easier this season.

Progress under Saban's rebuilding program has been slow



Defensive end Rich Jackson is about to lower the boom on KC's Len Dawson.



Floyd Little, although besieged by injuries, ranked fifth in AFL rushing with 729 yards and scored seven TDs.



but the Broncos are headed in the right direction. They finished 3-11 in 1967, Saban's first season; improved to 5-9 in 1968, and went 5-8-1 in 1969. If Saban can straighten out a chronic quarterback problem, the Broncos could nose above the .500 mark this season.

Pete Liske, the former Canadian League star, finished the season as the Broncos' starting quarterback in 1969 and led them to a 27-16 final-game victory over Cincinnati. He had replaced strong-armed Steve Tensi, a regular for three seasons, after the Broncos lost the next-to-last game to Miami, 27-24. It should be a battle royal for the starting job between the two this season.

The Broncos feel they strengthened themselves in the draft. Bob Anderson, the versatile running back from Colorado, was the No. 1 draft choice and should step into a starting spot next

to Floyd Little. Little was the league's fifth best rusher last season with 729 yards despite various injuries. Ex-Cardinal Willis Crenshaw and ex-Ram Israel Lang are insurance.

The No. 2 pick, Alden Roche from Southern, should be a strong addition at defensive end where Rich Jackson already is an all-league performer alongside tackles Dave Costa and Jerry Inman. Cornerback Bill Thompson returns after a fine rookie year in which he topped the league in kickoff and punt returns and Carl Cunningham, John Huard and Chip Myrtle are back at linebacker.

Al Denson, who has been on the trading block, finished third last season in receiving with 53 grabs. Billy Van Heusen returns after an injury-filled year and Jim Whalen, acquired in the Tom Beer trade with Boston, will be at tight end. John Kohler of South Dakota should help the offensive line.



Tackle Dave Costa uses the headbutt technique to floor Joe Namath.



Bob Anderson



Bill Thompson



Al Denson



Pete Liske



Steve Tensi

## EASTERN DIVISION

# New York Jets

•The New York Jets will go as far as Joe Namath's arm (and knees) take them in 1970. That likely will mean another Eastern Division championship despite the presence of the Baltimore Colts, the team the Jets stunned for the Super Bowl title two seasons ago.

If Namath's ailing knees don't force him into retirement at the tender age of 27, the Jets could possibly win it all. Broadway Joe was voted the game's No. 1 quarterback by AFL and NFL coaches last season and AFL coaches picked him as their league's Most Valuable Player.

Namath should do more throwing this season than last when he directed an attack that attempted the fewest passes in the Jets' 10-year history. He still passed for 2734 yards and 19

touchdowns and finished second to Cincinnati's Greg Cook in passing efficiency.

The Jets relied more on their ground game last season with Matt Snell rolling up 695 yards and Emerson Boozer 604. They should be just as hard to stop this season. Don Maynard, still going strong at 33, and George Sauer are double pass-catching threats. Maynard led the team in catches last year (47) and yards (938) despite missing three games with a broken foot.

Tackle Winston Hill, an all-pro selection, heads the offensive line, which will be strengthened by the return of Dave Foley, the club's top draft choice in 1969. He was sidelined last year with a knee injury.

The defensive line is strong with Gerry Philbin, John Elliott, Verlon Biggs and Steve Thompson, but the Jets need help in the defensive secondary and at linebacker. They made Steve Tannen, Florida defensive back, their No. 1 draft choice and took linebackers Dennis Onkotz and John Ebersole, both of Penn State, on the third and fourth rounds. Richard Caster, Jackson State receiver, was the second-round draft choice.

The Jets also picked up veteran defensive back W.K. Hicks from Houston and shipped cornerback Randy Beverly to San Diego for receiver Richard Trapp.

Injuries to starting safety Jim Hudson and linebackers Ralph Baker, Al Atkinson and Larry Grantham crippled the Jet defense much of 1969, and their health is important to the team's success this season.

When the chips are down, Jim Turner's talented toe is still around. Turner, pro football scoring champion the last two years, booted 32 field goals in '69.

The fate of the Jets hinges on the health of that celebrated on-and-off field performer known as Broadway Joe.







Don Maynard



Steve Tannen



Emerson Boozer



In first Jet-Giant clash ever, Verlon Biggs (left) and Gerry Philbin (81) gave Giants' Fran Tarkenton (10) a tough time as Jets won.



George Sauer



Jim Hudson



Jim Turner



Matt Snell



Dennis Onkotz

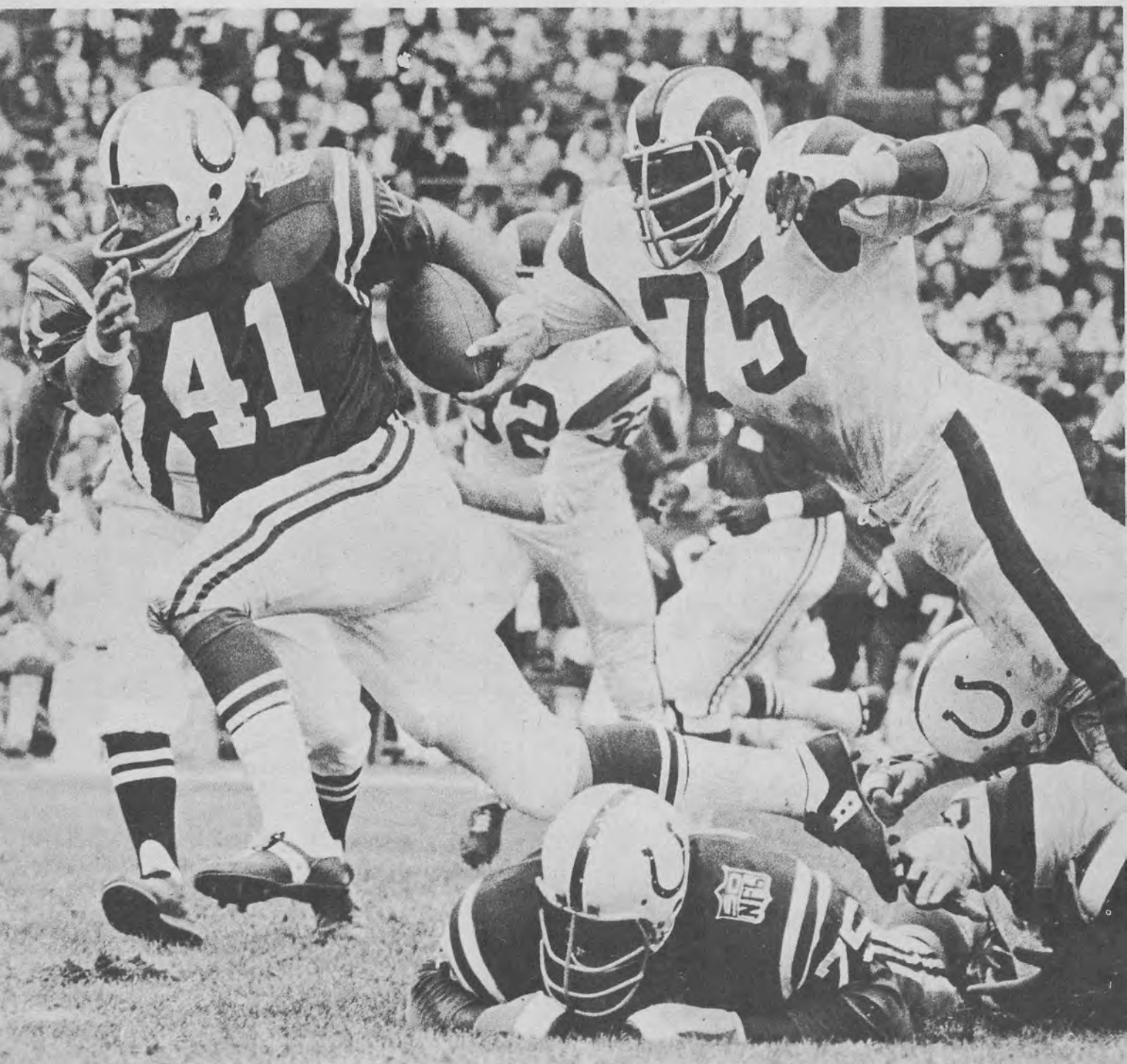
# Baltimore Colts

•Baltimore fans expect the switch to the American Conference to bring another championship to the most successful team in pro football over the last seven years.

During that span the Colts compiled a 71-24-3 record under Don Shula, who has since headed south as coach and part-owner of the Miami Dolphins. To replace him, the Colts moved up assistant coach Don McCafferty in an effort to continue the winning tradition.

The Colts slipped to 8-5-1 after their Super Bowl year of 1968 and are anxious to get back on top and gain revenge on their East Division rivals, the New York Jets.

John Unitas, possibly the greatest quarterback of all time, is



Tom Matte storms by Rams' Deacon Jones, as he did past many defenders during his best season ever as a pro.



still around though age is creeping up at 37. This will be the 15th season for the Baltimore veteran, whose golden arm coughed up 20 interceptions last season, second highest in the league.

Thirty-six-year-old Earl Morrall, the MVP of 1968, again will be waiting in the wings should Johnny U falter.

Colt tight end John Mackey and wide receiver Willie Richardson are among the best at their positions. Richardson grabbed 43 passes last year to lead the team and Mackey hauled in 34.

While many of the Colts slipped from their championship performances of 1968, running back Tom Matte was enjoying

his finest year as a pro. He was a real workhorse, carrying the ball 235 times for 909 yards and leading the league in touchdowns with 13. Matte has Terry Cole and Jerry Hill as running mates, and the Colts added more backfield help in running back Norm Bulaich of Texas Christian, their top draft choice.

In the second round they shored up the defensive line, where monstrous Bubba Smith is the key man, by picking defensive tackle James Bailey of Kansas. Also added were Jim O'Brien (Cincinnati), a combination receiver-placekicker, and Ara Persson (Morgan State), a tight end.

If the Colts adjust to their new system quickly enough, they should be strong contenders for title laurels in the East. •



Johnny Unitas



Mike Curtis



Bob Vogel



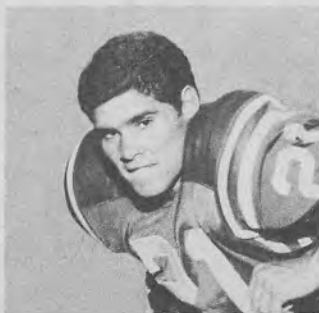
John Mackey



Bubba Smith



Willie Richardson



Rick Volk

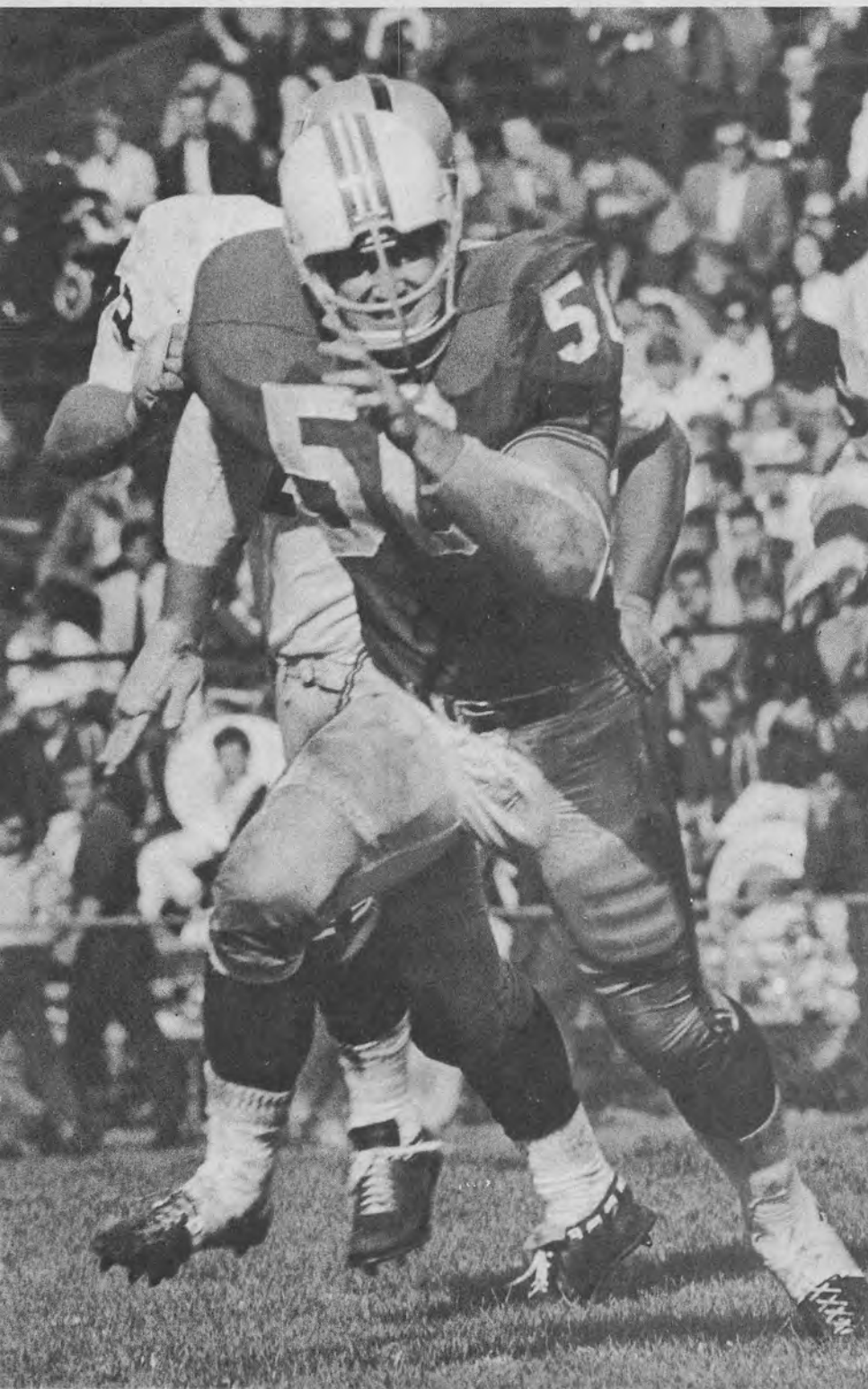
# Boston Patriots

•The Boston Patriots' late-season success a year ago under rookie coach Clive Rush left fans in the Hub City anxiously awaiting the 1970 campaign. They see better days ahead.

The Pats flopped miserably at the start last year, losing their first seven games, but did a sudden about-face in mid-season. They won four of their next five (losing only to Miami, 17-16, in a heavy downpour) before dropping their last two on the road.

Rush, embroiled in controversy with writers and game officials, feels he has the Patriots on the right course. He set out to rectify the club's weaknesses by adding defensive linemen and linebackers in the draft.

Phil Olsen, the 6-5, 260-pound defensive lineman from Utah State, was the team's top choice. He's a brother of Los Angeles Rams star Merlin Olsen and adds strength to a defensive line



Jim Nance, Comeback of the Year.



Phil Olsen, Merlin's brother.

Jim Cheyunski led club in tackles.



showing signs of age with Jim Hunt, Houston Antwine and Larry Eisenhauer the mainstays.

Mike (Cat) Ballou, UCLA, and Bob Olson, Notre Dame, both linebackers, were Boston's second and fourth selections. They'll join a linebacking force which includes Jim Cheyunski, a standout last season filling in for departed Nick Buoniconti; Ed Philpott, and John Bramlett.

The Pats also picked a pair of running backs early in the draft, taking Eddie Ray from LSU and Odell Lawson from Langston (Okla.). They'll bolster an already potent running attack led by big Jim Nance, who regained his old form with 750 yards last year, and Carl Garrett, who ran for 732 and Rookie-of-the-Year honors. They were among the league's top four runners.

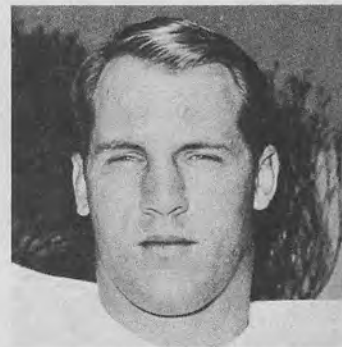
Across the offensive line the Pats are well set with Tom Funchess, Charles Long, Jon Morris, Len St. Jean and Tom Neville. The defensive secondary also is solid, where Larry Carwell, Daryl Johnson, Don Webb and John Charles cause problems for enemy receivers.

Quarterback Mike Taliaferro finished 11th in over-all passing last season, but his 19 touchdown tosses tied him with Joe Namath for second place behind Daryle Lamonica. For receivers Taliaferro relies on pencil-thin Ron Sellers, one of the rookie standouts of '69, tight end Tom Beer, acquired in a trade with Denver for Jim Whalen, and Charlie Frazier.

Sellers, nicknamed Jingle Joints, caught 27 passes which went for 705 yards and six touchdowns. His average of 26.1 yards per catch was second to the league-leading 26.8.



Jim Hunt (79) & Co. are about to hit Oakland's Daryle Lamonica.



Jon Morris



Mike Ballou



Carl Garrett



Bob Olson



Mike Taliaferro



Gino Cappelletti



Ron Sellers

# Miami Dolphins

• Can Don Shula turn the Miami Dolphins into a winner? Or will the Orange Bowl remain the same jinx it was for him and the Baltimore Colts in the Super Bowl two seasons back?

Joe Robbie, the managing general partner of the Dolphins, is gambling a big part of his bankroll that Shula can do the job. The Dolphin owner lured Shula away from the Colts by making him part-owner and vice-president of the team as well as signing him to a five-year contract at \$75,000 a year.

Shula replaces his former boss at Detroit, George Wilson, who had shaped the Dolphins' fortunes since the expansion team was formed in 1966. Miami showed gradual progress in its first three years, finishing 3-11, 4-10 and 5-8-1, but slipped to 2-11-1 in 1969, losing five straight at the end of the season.

At Baltimore, Shula had phenomenal success. His Colts won



Bob Griese runs the show.

Bill Stanfill was the only defensive end to return two interceptions for TDs in '69.



or tied for their division championship four times in seven years. During that time they had the best record in pro football with 71 victories, 24 defeats and three ties.

The Dolphins made another big move by giving up their No. 1 draft choice to the Cleveland Browns for All-NFL receiver Paul Warfield. The Dolphins already have the quarterback to get Warfield the ball in former Purdue star Bob Griese. Griese was the league's fourth best passer in 1968, but a knee injury sidelined him the last part of 1969 and contributed to the Dolphins' late collapse. John Stofa also is back for another shot at quarterback along with Rick Norton.

The Dolphins are a young club with hopes for the future. Thirty-one of the players under contract at the end of the season were rookies or second-year men.



Larry Csonka, a fine runner when healthy, gained 566 yards in '69.

Tight end Jim Mandich, the Michigan All-America, was Miami's No. 1 choice in the draft. The Dolphins then concentrated on shoring up their defensive secondary, which permitted more touchdowns (25) through the air last season than any team in the league. Three of their next four picks were defensive backs—Tim Foley, Purdue; Curtis Johnson, Toledo, and Jake Scott, Georgia.

The Dolphins have a strong defensive line, headed by last year's rookie standout, Bill Stanfill. Their defense led the league in average yards per rush. On offense Jim Kiick and Larry Csonka are fine runners when they're healthy and Larry Seiple and ex-Packer Marv Fleming will vie for tight end.

With a little luck, Shula could turn the Dolphins into the surprise team in the East.



Larry Seiple



Jim Kiick



Paul Warfield



Nick Buoniconti

# Buffalo Bills

•With a year's experience under rookie star O.J. Simpson and a year to adjust to coach John Rauch's system, the Buffalo Bills could be on the move in 1970. An unsettled quarterback problem, however, likely will impede their progress and leave them as also-rans in the East.

Rauch started with rookie James Harris, an eighth-round choice from Grambling, at quarterback last season and may go with another first-year man this time. Dennis Shaw, the passing star from San Diego State, was the Bills' No. 2 draft choice behind defensive end Al Cowlings of Southern California and will get a chance to earn a starting spot.

Harris, sidelined early last season by injuries, could wind up with his old job back again. The Bills ran through four other quarterbacks after Harris was hurt—Jack Kemp, Dan Darragh,

Tom Flores and Tom Sherman—with Kemp winding up No. 1 at the end of the season.

Kemp, the hero of Buffalo's championship years in 1964 and 1965, is 35 now and may give up the game for a career in politics. Kemp threw 13 touchdown passes last year but was intercepted 22 times, second highest in the league.

The Bills' hopes for the future could rest with Simpson's inimitable talents at running back. O.J. didn't exactly set the world on fire in his rookie season, but he was good enough to finish sixth in the league in rushing with 697 yards. He also tacked on 343 yards with 30 receptions and ran 21 kicks back for 530 more. He figures to be even better this season.

The Bills have other fine young runners in Wayne Patrick and Bill Enyart, as well as a couple of talented young receivers in Haven Moses and Marlin Briscoe. Moses led Buffalo pass catchers with 35 grabs last year in his sophomore season.

Stew Barber, a nine-year veteran of the offensive line, is retiring, but Billy Shaw, Al Bemiller, Joe O'Donnell and Paul Costa, other old hands, will be back. Guard Jim Reilly, a third-round draft choice from Notre Dame, injects new blood into the group and ex-Saint Frank Marchlewski may help.

On defense, Cowlings will have a chance to crack the front four where Ron McDole already is an established star at one end. The Bills also have standouts like linebacker Mike Stratton and all-pro cornerback Butch Byrd plus promising rookies in defensive back Glenn Alexander (Grambling), defensive end Jerome Gantt (North Carolina Central) and linebacker Steve Starnes (Tampa).



Jim Harris



O.J. Simpson



Paul Costa



Dan Darragh



Haven Moses



Butch Byrd



Mike Stratton



Jim Reilly



# FOOTBALL FANS ARE **CRAZY**

about this true to life  
**FOOTBALL GAME**

**PASSING ★ KICKING ★ DEFENSE**  
**★ RUNNING ★ COACHING ★**

For the sports fan, for the game fan, who really wants to get involved. Now you take the controls, it's you kneeling in the huddle and calling an off-tackle smash, a look-in pass or the bomb. It's you moving the Chiefs down the field in the closing seconds of a game, picking apart the defense. You, on offense and defense, make the specific move, utilize the options all quarterbacks and defensive captains have before them. And each and every player performs exactly to his ability, so that an endless number of possibilities are available.

There's nothing close to it, nothing in the history of sports games that even approaches the accuracy, the chess-like duel and imaginative workout you receive from playing STRAT-O-MATIC PRO FOOTBALL.

## 2 GAMES IN ONE

An Advanced Game for adults and an Elementary Game for youngsters. It gives you the opportunity to coach 1000 Pro Football players, who will pass, run, kick and play defense for you as in real life—it's all there in Strat-O-Matic Pro Football.

## IF YOU LIKE FOOTBALL YOU'LL LOVE TO PLAY STRAT-O-MATIC

Get the Entire Story. Mail coupon for a colorful free brochure containing complete information and **FREE SAMPLES** today! Offer limited. Don't delay. Write today while supply lasts!



**FANS RAVE** Here are just a few of the hundreds of letters we receive every week, from football fans aged 9 to 90, from coast to coast!

*My roommates in my apartment at Michigan University are wild about the game and are pitching in four ways to buy it.*

*J.C., Ann Arbor, Michigan*

*My 10 year old grandson spends 3/4 of his time at his friend's home playing the game. Being a grandmother, it is surprising to me the strong desire this child has for the game.*

*J.M., Scranton, Penna.*

*Your game is the best investment I ever made. The game is great.*

*S.L., Bellmore, N.Y.*

*It's just great. The passing, running and kicking are exactly right.*

*M.K., New York, N.Y.*

*It is the greatest game on the market. The advanced version does just about everything but sell popcorn. For an avid football fan, your game introduces a new dimension that makes watching the pros that much more enjoyable.*

*R.G., Brooklyn, N.Y.*

Strat-O-Matic Game Co., Inc. Box 541F, Great Neck, N.Y. 11022

☐ Strat-O-Matic Football Game Co., Inc. Dept. 315, Box 541F Great Neck, N.Y. 11022  
☐ Send exciting Free Strat-O-Matic Football game offer and samples. I enclose 10 cents in coin or stamps to cover postage and handling.

☐ Name .....  
☐ Address .....  
☐ City .....  
☐ State .....  
☐ Zip .....

MAIL THIS  
COUPON FOR  
**FREE**  
SAMPLE  
OFFER!

## CENTRAL DIVISION

# Cleveland Browns

•The gloom of last season's 27-7 loss to the Minnesota Vikings in the National Football League championship game is over for the Cleveland Browns.

A new dawn lies ahead—a new conference, a new division and the beginning of a new era. The Browns are making the historic jump from the NFL to the American Conference, but the move shouldn't dull their penchant for winning championships.

The team Paul Brown built into a dynasty on the Cleveland lakefront leaves the NFL with a record of 180 victories, 71 losses and seven ties over the last two decades. That's a winning percentage of .717.

Sixty-four-year-old Blanton Collier, who followed in Brown's

footsteps, has continued the winning tradition. He's had the Browns in the NFL championship game four times in seven seasons as head coach.

The Browns should waltz through the Central Division although Paul Brown's new Cincinnati Bengals and the revitalized Houston Oilers could present problems.

Bill Nelsen passed for 2743 yards and 23 touchdowns last season and has led the Browns to a 19-5-1 regular-season record since taking over as quarterback in early 1968. But the Browns are worried about Nelsen's knees and gave up pass-catching star Paul Warfield to Miami for a first-round draft choice in order to grab Purdue quarterback Mike Phipps.

The Warfield trade rankled many of the Cleveland faithful who jam Cleveland Stadium more than 80,000 strong every home Sunday. The Browns appeased the fans by obtaining the New York Giants' premier receiver, Homer Jones, in exchange for running back Ron Johnson, defensive tackle Jim Kanicki, who missed the 1969 season with a broken leg, and linebacker Wayne Meylan.

Nelsen has other familiar targets in clutch receiver Gary Collins and tight ends Milt Morin and Chip Glass, and a powerful ground game in Leroy Kelly and Bo Scott. Kelly has rushed for more than 4400 yards and 51 TDs in the last four years, missing 1000 yards last year because of early injuries.

The Browns strengthened their offensive line headed by all-pro guard Gene Hickerson by drafting Texas tackle Bob McKay behind Phipps in the first round. In the second round they picked Tennessee State end Joe Jones to go with a young defensive line which includes Ron Snidow, Walt Johnson, Marvin Upshaw and Jack Gregory.



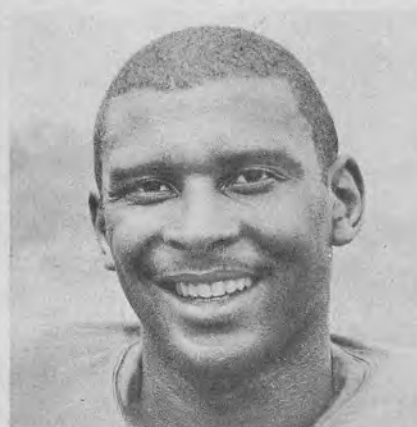
Gene Hickerson



Gary Collins



Leroy Kelly



Homer Jones



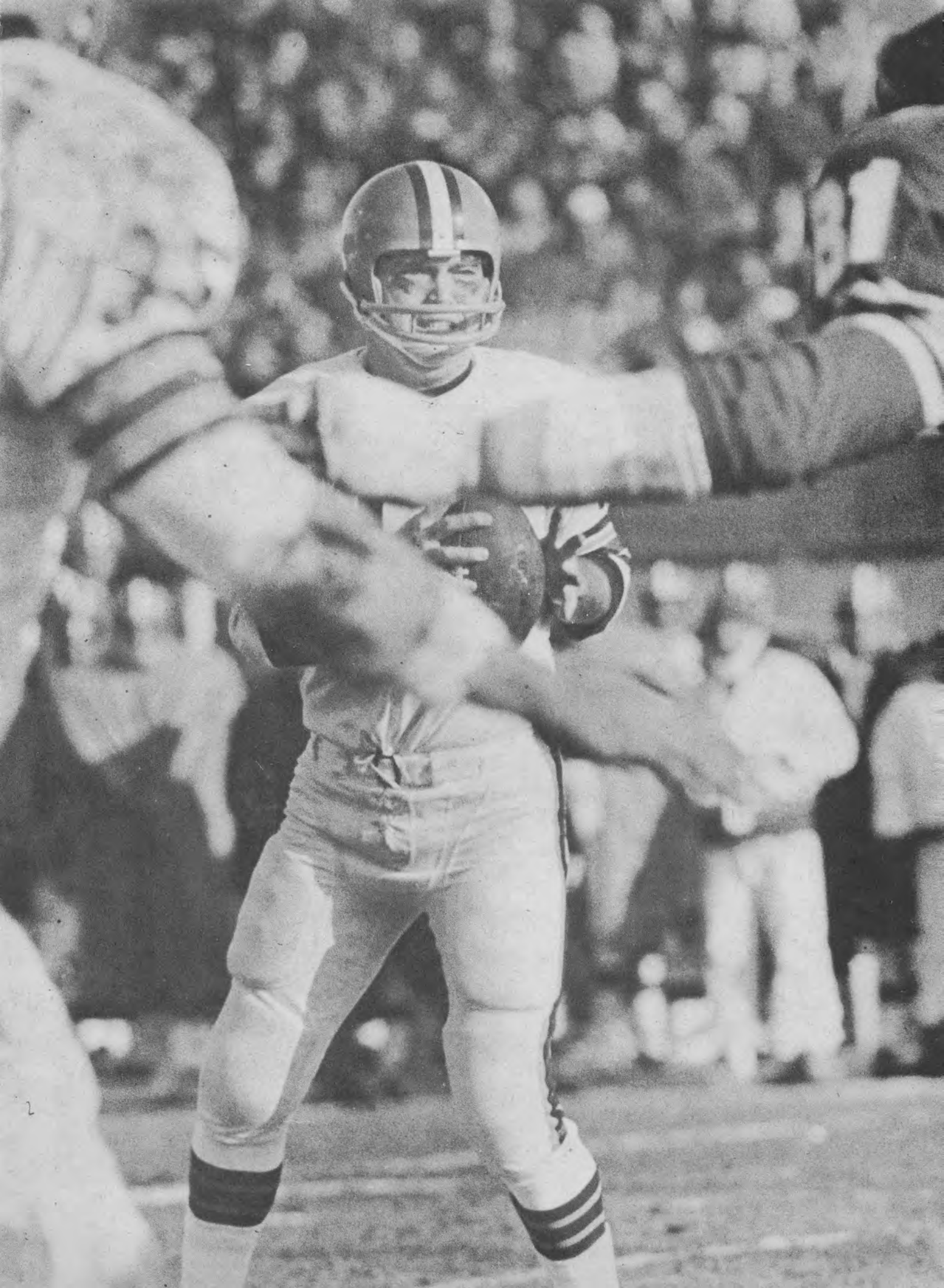
Mike Phipps



Walter Johnson

Bill Nelsen tied for second-most-touchdown passes in NFL with 23.





# Cincinnati Bengals

•They're betting around Cincinnati these days that Greg Cook will make the pro football world forget Joe Namath in a couple of years. The Cincinnati Bengal quarterback has all the Namath trademarks—strong arm, quick release, even the long hair—plus the old master himself, Paul Brown, to call the plays for him.

Cook dazzled the American Football League last season as a rookie, leading the league in passing despite an early arm injury that caused him to miss three games and bothered him most of the year.

The Bengals were the only team in the league to knock off both Kansas City and Oakland, and it was Cook who helped engineer the upsets. He completed 53.8 percent of his passes, 15 of them for touchdowns, and topped the league in average yards

gained per pass (9.41).

Against Houston, the 6-4, 215-pounder threw four touchdown passes, three of them to lanky tight end Bob Trumpy. "Wait till you see him in a couple of years," beams Brown, who believes Cook may blossom into another Otto Graham, the quarterback who brought Brown fame and fortune with the Cleveland Browns.

The Bengals, football's newest expansion entry, are a team of the future and already are ahead of Brown's timetable with seven victories and a tie in their first two seasons. It was Brown who ramrodded the realignment plan and he relishes the thoughts of the Bengals competing in the same division with the Browns and Steelers.

While the Bengals have an explosive offense with Cook at the controls, the defense often leaks like a sieve. The Bengals went heavily for defensive help in the draft, making Mike Reid, the All-America defensive tackle from Penn State, and Ron Carpenter, a defensive tackle from North Carolina State, their top choices.

To give Cook more protection, the Bengals acquired former Ohio State star Rufus Mayes, a rookie starter with the Chicago Bears last season, in exchange for defensive linemen Bill Staley and Harry Gunner.

The Bengals have standout receivers in Eric Crabtree, the team leader with 40 grabs last fall, Trumpy and Speedy Thomas, and good runners in Paul Robinson, the 1968 AFL rushing leader, and Jess Phillips. How far they go depends on Cook's talented right arm. •



Ron Carpenter



Eric Crabtree



Paul Robinson



Rufus Mayes



Bob Trumpy



Mike Reid

In the huddle: the master, Paul Brown, with pupil, Greg Cook.





# Houston Oilers

●Wally Lemm and Charley Johnson are back together, a combination the Houston Oilers are hoping will make them challengers for the Central Division crown in 1970.

Johnson, a nine-year quarterback in the National Football League, was obtained from the St. Louis Cardinals in exchange for quarterback Pete Beathard and all-league cornerback Miller Farr.

Houston also received Robert Atkins as part of the deal, and he could be the sleeper in the trade. Atkins was a starting cornerback for the Cardinals as a rookie in 1968, but the Oilers plan to use him as a wide receiver, the position he played at Grambling College.

Johnson ran Lemm's offense for four years when the Oiler coach was at St. Louis and should have little trouble adjusting to the Houston style. The Oilers expect the 31-year-old veteran

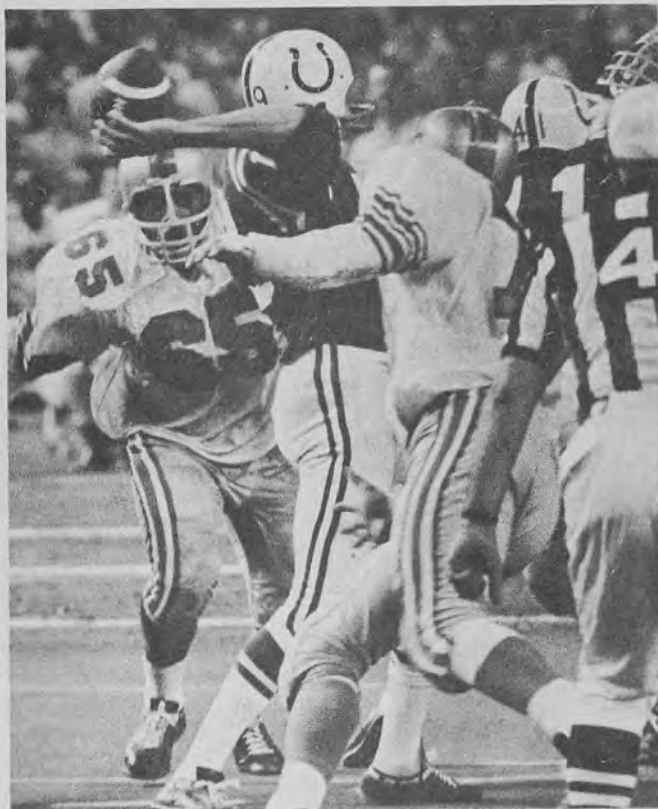
to give them the field leadership they have lacked since George Blanda departed three years ago.

It was a clean sweep for the Oilers in the quarterback department. They gave up on Beathard's understudy, Don Trull; acquired Jerry Rhyme from Cleveland, and sent third-string quarterback Bob Davis to the New York Giants.

The Houston defense is top-notch. The Oilers ranked third behind Kansas City and Oakland in defense last year and in rangy George Webster have perhaps the best outside linebacker in the game. Pat Holmes and Elvin Bethea are solid in the defensive line and the Oilers have a strong defensive secondary with Ken Houston, Zeke Moore and Leroy Mitchell. Mitchell missed all of 1969 after coming to Houston from Boston and will replace Farr at cornerback.

Hoyle Granger, the 225-pounder from the Bayou country, provides Houston's inside running power and Woody Campbell will be around for his first full season since his rookie year of 1967, along with Roy Hopkins. Alvin Reed (51 catches last season) is one of the league's best at tight end and Jerry Levias, Jim Beirne and Mac Haik leave the Oilers deep in receivers.

Houston went for linemen in the college draft. The Oilers made Doug Wilkerson, a 245-pound guard from North Carolina Central, their No. 1 choice and picked Leo Brooks, a defensive tackle from Texas-Austin, No. 2. They also added an outside running threat in Bill Dusenberry, a 9.7 speedster from J. C. Smith, and picked up the nation's No. 2 punter in John (Spike) Jones, who averaged 43.5 yards a kick last season at Georgia.



Elvin Bethea (65) joins in on the fall of John Unitas.



Ken Houston returns on an interception.

George Webster

Alvin Reed

Jerry Levias

Charley Johnson



Hoyle Granger hurls his 225 pounds toward Buffalo goal line.





# Pittsburgh Steelers

•A new conference, new stadium and new results are the motto in Pittsburgh this season. The Steelers, long-time residents of the National Football League, join the American Conference, debut in the new Three Rivers Stadium and have visions of shaking the miserable 1-13 record of 1969.

Last year's record wasn't without compensation. The Steelers won a coin flip with the Chicago Bears for first pick in the draft and grabbed college football's top quarterback, Terry Brad-

Mean Joe Greene is about to pommel Sonny Jurgensen as he did many quarterbacks during his rookie season.







Terry Hanratty struggles to retain his head against Redskins' John Hoffman.



Dick Hoak



Roy Jefferson

shaw of Louisiana Tech.

Bradshaw, along with last year's rookie, Terry Hanratty of Notre Dame, give the Steelers two of the top young quarterbacks in the conference. It is this young combination coach Chuck Noll is counting on to lead the Steelers out of the doldrums of the NFL to new prominence in the American Conference's Central Division.

Dick Shiner was dealt to the Giants for running back John Fuqua and linebacker Henry Davis, so the quarterback job will boil down to the two Terrys, with veteran Kent Nix in reserve.

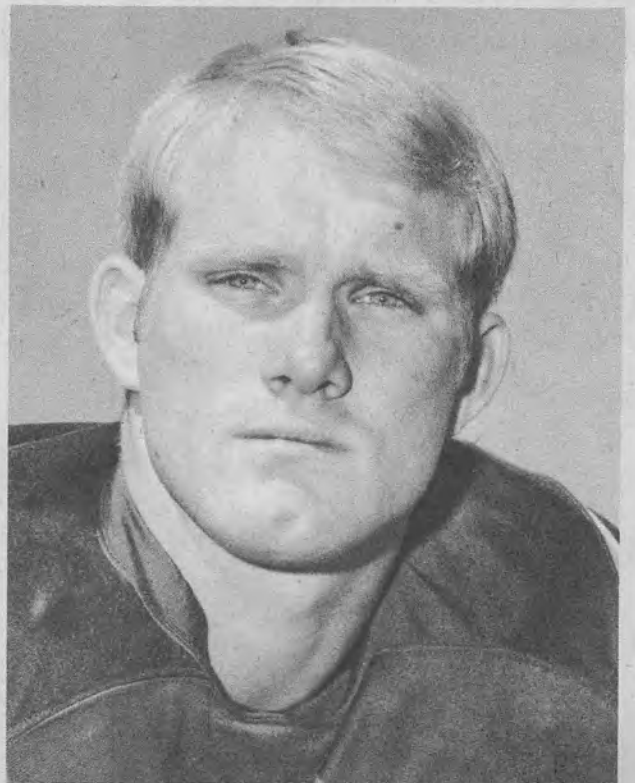
The Steelers are a young team, building for the future, and carried 14 rookies last season, headed by tackle Joe Greene, the defensive rookie of the year in the NFL. Noll added a number of other promising youngsters in the 1970 draft, including wide receiver Ronnie Shanklin of North Texas, defensive back Mel Blount of Southern, offensive tackle Ed George of Wake Forest, running back Jim Evenson of Oregon, a Canadian League standout, and return specialist Jon Staggers of Missouri.

Whoever wins the Steelers' quarterback job will find pleasure throwing to Roy Jefferson. Jefferson was the NFL's second-best pass-catcher in 1968 and finished third in 1969, but was the lone receiver in the league to exceed the 1000-yard mark both seasons.

The Steelers still have veterans Dick Hoak and Earl Gros to carry the mail and brought in John Rowser from Green Bay to help the defensive secondary in a trade for tight end John Hilton, and they added linebacker Chuck Allen from San Diego.

Noll spent six years as an assistant coach in the American Football League before joining the Steelers last season. It should help in the team's new surroundings. •

Terry Bradshaw, No. 1 pick in the pro draft.



# NATIONAL CONFERENCE ROUNDUP

By Joe Gergen Newsday

• It will sound something like this when you turn on your television set each Sunday. "Welcome to another nationally-televised contest of the National Conference of the National Football League. And now a word from our sponsor, the National Sourdough Company, whose slogan is, 'If it isn't National, it must be international.'"

Don't feel embarrassed if you're confused. They cut the pro football into different shapes this season, and there's guaranteed to be at least one owner who will have to call the commissioner's office to find out in what direction his team was headed.

The National Conference is simply the old National League minus three teams—Baltimore, Cleveland and Pittsburgh—wrapped in a three-divisional package. It is the established conference. You can tell that by the fact each of the 13 coaches who began play last season is still on the job.

The Minnesota Vikings could be termed the defending National champion although there is technically no defender in a first-year league . . . er, conference. The division in which the Vikings are located was transformed lock, stock and bruises from the old NFL. Minnesota will have to trade blows with the Detroit Lions, Green Bay Packers and the Chicago Cubs, who were known as the Chicago Bears before last season. The Lions, as tough as the Vikings and with more finesse, will finish first.

The other divisional winners will be the Dallas Cowboys, who breathed a sigh of relief when the Browns turned to the American Conference, and the Los Angeles Rams, who didn't shed more than two or three tears when the Colts departed.

There is a new wrinkle to further confuse fans this year. The second-place team with the best winning percentage will earn a spot in the playoffs with the division winners. That team will be

## HOW THEY'LL FINISH

### WEST

Los Angeles Rams  
San Francisco 49ers  
Atlanta Falcons  
New Orleans Saints

### EAST

Dallas Cowboys  
New York Giants  
Philadelphia Eagles  
Washington Redskins  
St. Louis Cardinals

### CENTRAL

Detroit Lions  
Minnesota Vikings  
Green Bay Packers  
Chicago Bears

Minnesota.

Dallas, of course, will lose its initial playoff game, against Minnesota, and Los Angeles will beat Detroit. Los Angeles will survive that struggle and reach the Super Bowl.

Unfortunately, the Rams will be beaten by the Oakland Raiders in Miami. And Pete Rozelle will be asked why he doesn't change the name of his conglomerate from the National Football League to the American Football League. He will answer with a cold smile.

The leader of the line: Deacon Jones



Kermit Alexander



Charlie Cowan



Wendell Tucker



Bob Brown



Roman Gabriel



Merlin Olsen



## WESTERN DIVISION

# Los Angeles Rams

• George Allen has won 40 games in four years as head coach of the Rams. It is an enviable record. But it is not enviable enough to suit Allen because in that time he has failed to win anything more enduring than a division championship.

Now a division championship is, or was, significant only in that it gives a team a chance to win the conference championship which in turn gives a team a chance to win a league championship which in turn deposits the team in the Super Bowl. It is the goal which every coach prepares for. Allen just happens to prepare a little harder.

The Rams have won division championships in two of the past three years, and then lost the conference showdown on both occasions. Last year, however, was the cruelest blow. The Rams led league champion Minnesota, 17-7, at halftime, then were overtaken, 23-20. "We had it in our laps and we blew it—with stupid, dumb ignorant football," said Deacon Jones, the Rams' Secretary of Defense.

But there is always next year, which in this case happens to be this year. It is not too late for the Rams. In fact, the time never seemed more ripe. The absence of Baltimore from the division virtually assures Los Angeles a spot in the playoffs, which is an enviable position.

If the Rams did have a weakness last season, it was at cornerback. Jim Nettles was badly victimized by Gene Washington in the conference title game, and Allen has acted to insure something similar won't happen again. The Rams acquired Kermit Alexander from San Francisco to play across from the capable Clancy Williams. With Ed Meador's retirement at safety, 11-year veteran Rich Petitbon will team with Nate Shaw or Ohio State rookie Ted Provost.

Maxie Baughn's retirement left quite a dent in the linebacking corps, but Allen made Jack Reynolds of Tennessee his No. 1 pick in the draft. There are times, of course, when the linebackers have little or nothing to do. That's when the Fearsome Foursome is teeing off on a quarterback.

The Deacon and Merlin Olsen still comprise the strongest side of any line in football and the inclusion of massive Coy Bacon and Diron Talbert last year did nothing to weaken the line's over-all effectiveness.

The offense stands or falls with quarterback Roman Gabriel. It stood very tall last year as Gabriel enjoyed his finest season, passing for 2,549 yards and a league-leading 24 touchdowns. He was selected the league's Most Valuable Player, and he lived up to the honor with an outstanding performance in a losing cause against Minnesota.

Gabriel was helped by the addition to the offensive line of tackle Bob Brown, who joined tackle Charlie Cowan and guard Tom Mack on many of the all-pro teams. Larry Smith added speed and versatility to the backfield, which was boosted by the return of Les Josephson.

Gabriel had fine targets last season in swift Wendell Tucker, Jack Snow and tight end Billy Truax, and the return of Jim Seymour from military duty will make the Rams that much tougher. The one question mark is at place-kicker where David Ray must replace dependable Bruce Gossett, who was traded to San Francisco. •

Rookie back Larry Smith added speed and versatility.



# San Francisco 49ers

• The 49ers are going to make a move this season. Yes, they are. They are leaving the soggy turf of Kezar Stadium for the AstroTurf of Candlestick Park, and if that doesn't seem like much of a venture, please be advised it is the first positive step they have taken in several years.

There is a stagnant atmosphere about the 49ers no matter how much they may shuffle the personnel. They finished the seasons 1965 through 1968 with almost identical records—7-6-1, 6-6-2, 7-7, 7-6-1, in that order. Last season, when they expected much better, they only got worse (4-8-2).

They are a curious team because there is considerable individual talent. There always is. But Jack Christiansen spent four years attempting to rouse the 49ers and failed. This will be Dick Nolan's third season and if it isn't much better than his second, he will be gone, too.

To analyze the 49ers, you must begin with John Brodie, the quarterback who has been with San Francisco so long surely he

must have come with the franchise. Brodie rarely has the same kind of season two years in a row. He was very good in 1966, not so good in 1967 and very, very good in 1968. Last year he was somewhere in between. He completed 55.9 percent of his passes for 2,405 yards, which is good, but passed for 16 touchdowns and 15 interceptions, which is not good. The man behind him, Steve Spurrier, had much the same problem, tossing 11 interceptions in less than half the time.

As an example of San Francisco's problem, Clifton McNeil was a sensational pass receiver in 1968, leading the league with 71 catches. Last year he caught 17, and grumbled loudly about the situation. On the positive side, rookie Gene Washington had a fine season with 51 receptions and Bob Windsor hauled in 49.

Another puzzler is Ken Willard, the hard-running fullback. He gained 510 yards in 1967, shot to second place in rushing a year later with 967 yards and fell back again last season with a pickup of 557. Doug Cunningham helped the ground game, gaining 541 yards.

The offensive line, featuring Howard Mudd, Len Rohde and Elmer Collett, is a good one. The defensive line, however, remains inconsistent. Charlie Krueger, Kevin Hardy and Stan Hindman can be very effective, but not all the time. Top draft choice Cedrick Hardman should help. Dave Wilcox is an outstanding linebacker, but the others are average.

The 49ers traded away a fine cornerback in Kermit Alexander but have an outstanding rookie prospect in Bruce Taylor. Jim Johnson, the other cornerback, is one of the finest in the game. Tom Beier (ex-Miami) adds depth to safety squad.

San Francisco received placekicker Bruce Gossett in exchange for Alexander, and he will be welcome. Last year, 49er kickers succeeded on only six of 21 field goal attempts. •

Ken Willard (40) is a tough one for Bears' Dave Martin to bring down.



Bruce Gossett



Cedrick Hardman



Gene Washington



John Brodie





Fist clenched, ready to attack, Elmer Collett (66) leads the blocking for Dick Cunningham, who had over 1,000 total yards in '69.

**Your key to  
a winning  
season!**



## **SPORTS BULLETIN, INC.**

**SUBSCRIBE TO US!** We know talent, past performance and home team count, but that's not all! Let our experienced staff analyze for you; point lines, so called "lock wins" and the game everybody picks.

**We bring you the following outstanding features...**



**Why Our Phone Service  
is the most outstanding  
in America today!**

- Dollar for Dollar your best value in up-to-the minute selections.
- **EXCLUSIVE...** The only phone service to offer **exhibition** football selections.
- Selections **based on** injuries, weather conditions, late line changes, and other significant data.
- Open every football day through Super Bowl.

**Some of our top post season games were  
Houston, Notre Dame and Super Chiefs.  
It's to your advantage to subscribe early for  
our anticipated exhibition season success!**

- The most complete and detailed weekly analysis of college and pro football in America today!
- Selections of all college and pro games based on the experience and knowledge of our outstanding staff.
- We mail a minimum of 16 weekly publications, 4 more than most other publications.
- "QUALITY PIX"—we will not release any "Quality Pix" simply to offer you a game. We want you to be a winner! Our "Quality Pix" are games we release only after extensive and exhaustive analysis of college and pro schedules.

**SPORTS BULLETIN INC.,** P.O. Box 93, Long Beach, N.Y. 11561

### **COMPLETE WEEKLY SHEET COVERAGE**

Full Season Publication Pro/College \$60  
Add \$10 for Special Delivery  
Phone Service \$50

### **SPECIAL COMBINATION OFFER**

Phone and Publication \$90  
Add \$10 for Special Delivery

I have enclosed a check (or money order) for  
\_\_\_\_\_ to cover  
(Amount) ☐ PHONE SERVICE

☐ PUBLICATION ☐ COMBINATION

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZIP CODE \_\_\_\_\_

**FREE!** Sample of any '69 Edition of our Weekly  
Publication upon request only.

# Atlanta Falcons

• The South is rising for the first time in pro football circles, and the man responsible is a shrewd Dutchman who delights in tweaking the establishment with his celebrated \$100 backfield.

Norm Van Brocklin has succeeded in less than two full seasons in transforming the Falcons from an aimless collection of uninspired athletes to a dedicated group which doesn't seem to

realize that every team it beats is loaded down with more talent.

The Falcons won six games last season, four more than they had the previous year, and they did so despite a siege of injuries which should have finished them. The most serious of these happened to middle linebacker Tommy Nobis, Atlanta's best player. Instead of folding, the Falcons stepped up their pace and closed out the season with a shocking upset over league champion Minnesota.

The linebacking should be top-quality this season with Nobis back and Don Hansen on the outside. The Falcons' first draft pick, John Small, was generally regarded as the finest college linebacker in the nation last year.

Claude Humphrey and Carlton Dabney make the defensive line an aggressive one and the adequate secondary is led by Ken Reaves, the only player to have participated in all 77 pre-season and regular season games played by the Falcons since their inception, and Rudy Redmond.

Although Van Brocklin's first chore upon taking over the Falcons during the 1968 season was building a defense, he has turned an undistinguished offense into a productive one almost overnight. He took a bunch of rejects from other teams and shaped them into a highly effective unit.

His \$100 backfield, so named because three of the members

Cannonball Butler (33) gained 655 yards.



Tommy Nobis bolsters the Falcon defense.





were signed as free agents and the fourth was picked up for the \$100 waiver price, included running backs Harmon Wages and Cannonball Butler, flanker Paul Flatley and quarterback Bruce Lemmerman.

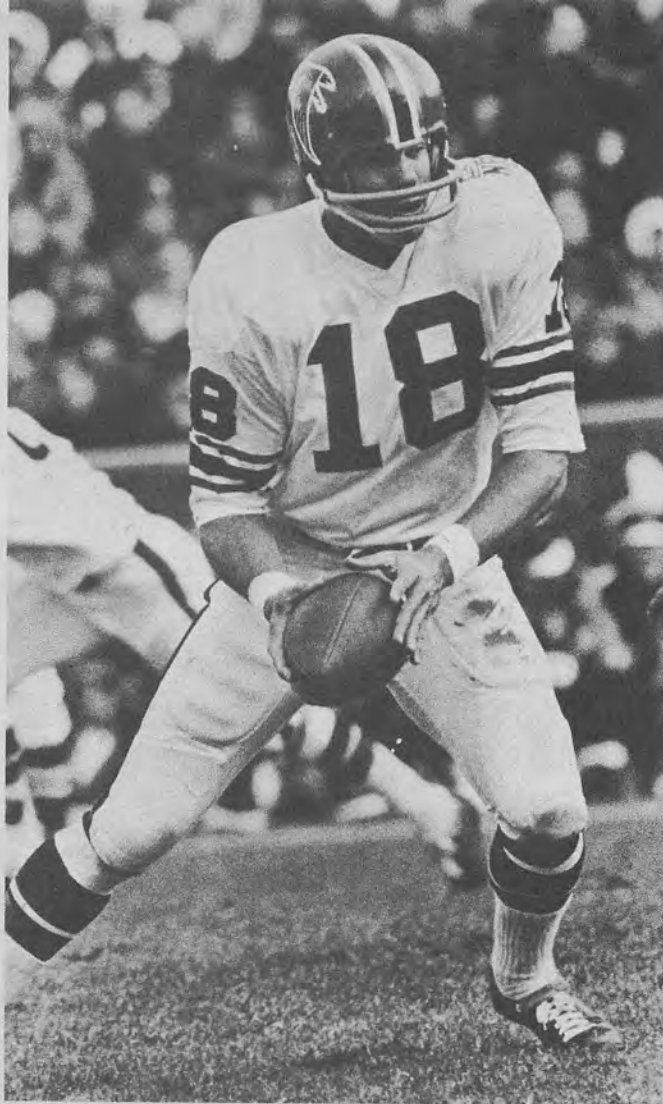
Butler, cut adrift by Pittsburgh after three years, ran for 655 yards, and Wages, the backup quarterback behind Heisman Trophy winner Steve Spurrier at the University of Florida, gained 375 yards rushing. Wages also caught 22 passes and threw one pass for a touchdown. Flatley, who played under Van Brocklin at Minnesota, led the Atlanta receivers with 45 catches for 834 yards.

Van Brocklin has three quarterbacks from which to choose—Lemmerman, Bob Berry and Randy Johnson. Berry completed 57 per cent of his passes for 1,087 yards and 10 touchdowns.

The offensive line, bolstered by George Kunz, was an improvement over the previous edition. But it still allowed the passer to be spilled 63 times, easily the worst mark in the league. Yet the Falcons finished third in rushing with 2,058 yards.

The Falcons included three interior linemen among their first seven draft picks, as well as an outstanding running back in Art Malone.

Harmon Wages, a Paul Hornung lookalike.



Bruce Lemmerman, one of three quarterbacks.

Claude Humphrey (87) anchors the front four.



# New Orleans Saints

• The first and most lasting impression of the Saints is size. They are big, my are they big. They are so big that Al Hirt, a partner in the organization, gets swallowed up in the crowd.

Even with gigantic Doug Atkins retired, the defensive line leaves tremors when it takes off after a quarterback. Both tackles, Mike Tilleman and Dave Rowe, are six feet, six inches and 280 pounds. The offensive line is built along similar lines and running backs Tony Baker and Andy Livingston weigh 230.

The Saints, understandably, like to throw their weight around. "I think they're perhaps the most physical team in the league," Giant executive and scout Jim Trimble said. "It's their combination of unusual size and the style they use. They just don't give a damn. They'll try anything."

The size and the style have enabled the Saints to improve every year, from a 3-11 record in 1967 to 4-9-1 in 1968 and 5-9 last season. Now they are setting their sights on a winning



Tony Baker (38) heads upfield as Del Williams (61) helps clear a path through Browns' Dale Lindsey.

record, which is a definite possibility.

Bill Kilmer, the unorthodox quarterback who commands respect, enjoyed a fine season last year, completing 53.6 per cent of his passes for 2,532 yards and 20 touchdowns. It helped that he was throwing to the top receiver in the league, Dan Abramowicz, who is small and slow and was good enough to have 73 receptions. Al Dodd, the Saints' other little man, caught 37 and Dave Parks had 31.

The Saints had a remarkably balanced attack last season. They finished fourth in passing, seventh in rushing and sixth in scoring. Baker and Livingston gained 1,400 yards between them and they are young. The offensive line is especially strong at guard with Del Williams and John Shinnars. And Sam Walton, ex-Jet, may help.

There are more problems on defense. The Saints obtained Loyd Phillips from Chicago and drafted another end, Clovis

Swinney, on the third round as possible replacements for Atkins. They also acquired a linebacker, Jim Fetherston, and defensive back Joe Scarpati. Steve Stonebreaker and John Brewer are the returning vets. Veteran Dave Whitsell is the leader of a weak defensive backfield. The Saints concentrated heavily on that area in the draft, grabbing Delles Howell of Grambling on the fourth round, Glenn Cannon of Mississippi on the fifth and Olympic hurdler Willie Davenport on the 12th.

New Orleans made its top pick Ken Burroughs, a swift receiver from Texas Southern and regarded by many as the top college player in Texas last season.

As an indication of just how big the Saints really are, place-kicker Tom Dempsey, who successfully kicked 22 of 41 field goal attempts, finished last season at 280 pounds. It got so that the players began calling Dempsey sofa. "But when they see me this year," he said, "they'll change it to love seat." ●



Danny Abramowicz led pro receivers with 73 catches.



Andy Livingston eludes Rams' safety Ron Smith.



David Rowe



Loyd Phillips



Bill Kilmer



Dave Whitsell



EASTERN DIVISION

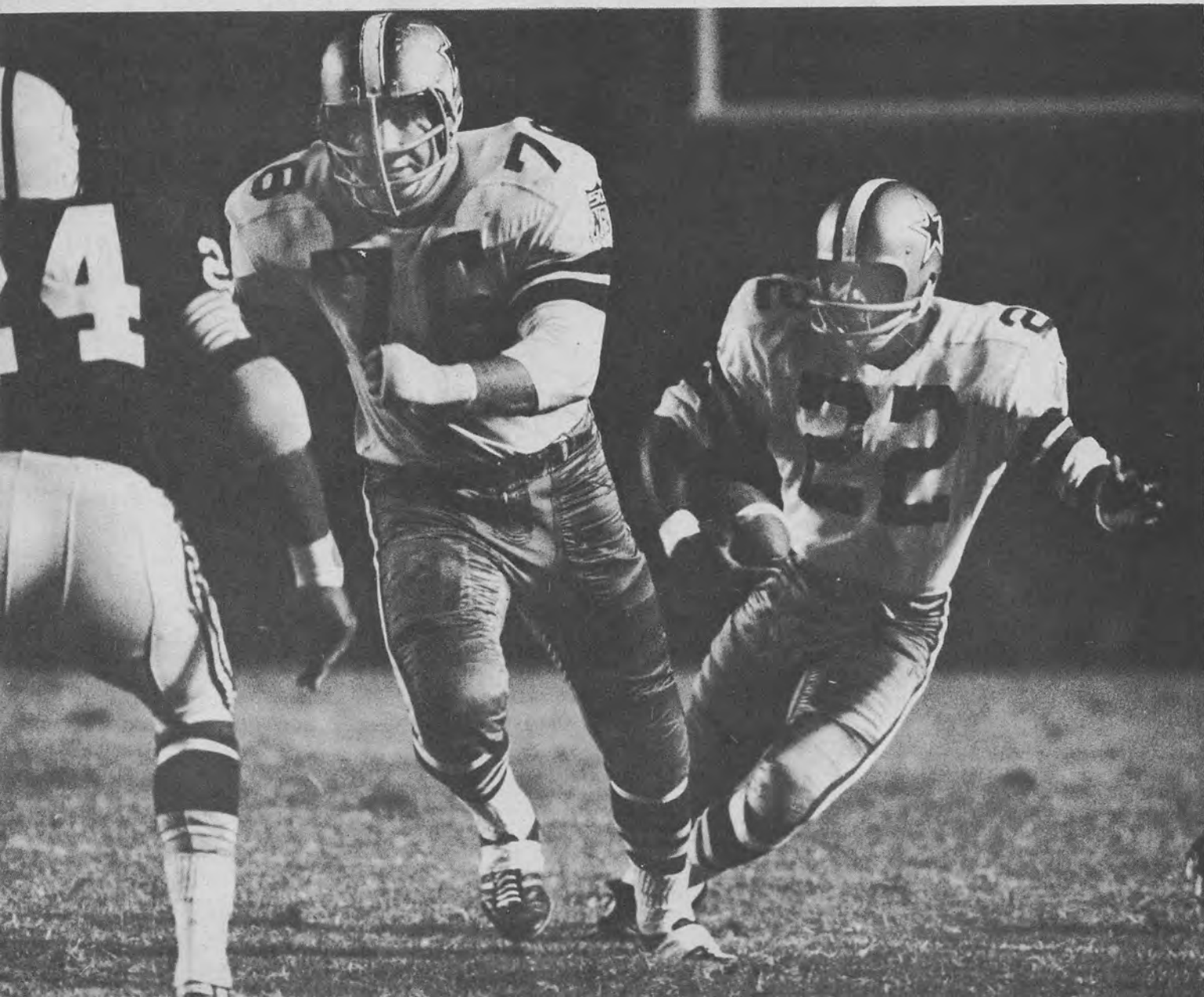
# Dallas Cowboys

• The Cowboys don't embarrass easily. Otherwise, they would have celebrated their performance in last season's playoffs by selling their computer for scrap metal, burying their uniforms under the nearest fertilizer factory and vanishing off the face of Pete Rozelle's earth. They were that bad.

But here they are back again for another joust with the forces of public ridicule. Quarterback Craig Morton has carefully cleaned all those grass stains off his back and Mike Clark has dutifully remembered the whereabouts of the ball on kickoffs. The laughter in the Cotton Bowl has subsided and no one can recall exactly which one of the Browns uttered the famous line, "Can't you guys do anything right?" And the heart of the team, the Cowboy computer, has been rewired following the breakdown it suffered when its burly programming cards returned to the dressing room spindled, folded and mutilated.

Coach Tom Landry has spent many months reexamining his team and his philosophy to find the answer to football's most puzzling question: Why can't the Cowboys win a championship? Unfortunately for him, there will be no way to test his findings

Bob Hayes tiptoes through the shadows as John Niland prepares to remove defenseman.



until the Cowboys find themselves in another pressure situation in December.

Certainly, the Cowboy will get another chance. There are 14 little games each season preceding the big games, and the Cowboys are very, very good in little games. They have won 42 little games in the last four seasons, including 11 last year when they compiled the second-best record in the league. And there is really no team in their division strong enough to make a big game of a little game.

Statistically and individually, the Cowboys are still years ahead of their competitors. They led the entire National League in passing and rushing last year, finished second in scoring and were among the top three in rushing the passer. In short, a typical year.

Morton, who made the disgruntled Dallas fans forget Don Meredith's brilliance during the season and his bungling during the playoffs, was among the leading passers. Lance Rentzel and Bob Hayes were still the most dangerous pair of receivers on the loose, and rookie running back Calvin Hill treated pro de-

fenses like they were the Harvards.

They are all back again, of course, another year older and another year wiser. The defensive line, led by magnificent Bob Lilly and tough George Andrie, is dynamite; the linebacking corps of Chuck Howley, Lee Roy Jordan and Dave Edwards, is brilliant, and the defensive backfield is soft in only one spot, the cornerback position occupied last season by Otto Brown.

The offensive line is, once again, Grade-A; the offensive formations are bewildering, and the rookie crop, as usual, contains a few gold nuggets. Margene Adkins, a refugee from Canada, is a dazzling receiver, Bob Asher is a fine young tackle and Steve Kiner a linebacker of great promise.

There is nothing that can stop the Cowboys, nothing but themselves. "I've read in the papers that we're the biggest chokers in the league," Morton said. "But I'll say again that we'll keep trying until we make it."

No matter how hard they try, however, the final scene is the same. It is Hayes sitting disconsolately in a corner muttering, "Next year maybe we'll win the big one." ●



Craig Morton eyes the target, but Steelers' Brian Stenger has other ideas.



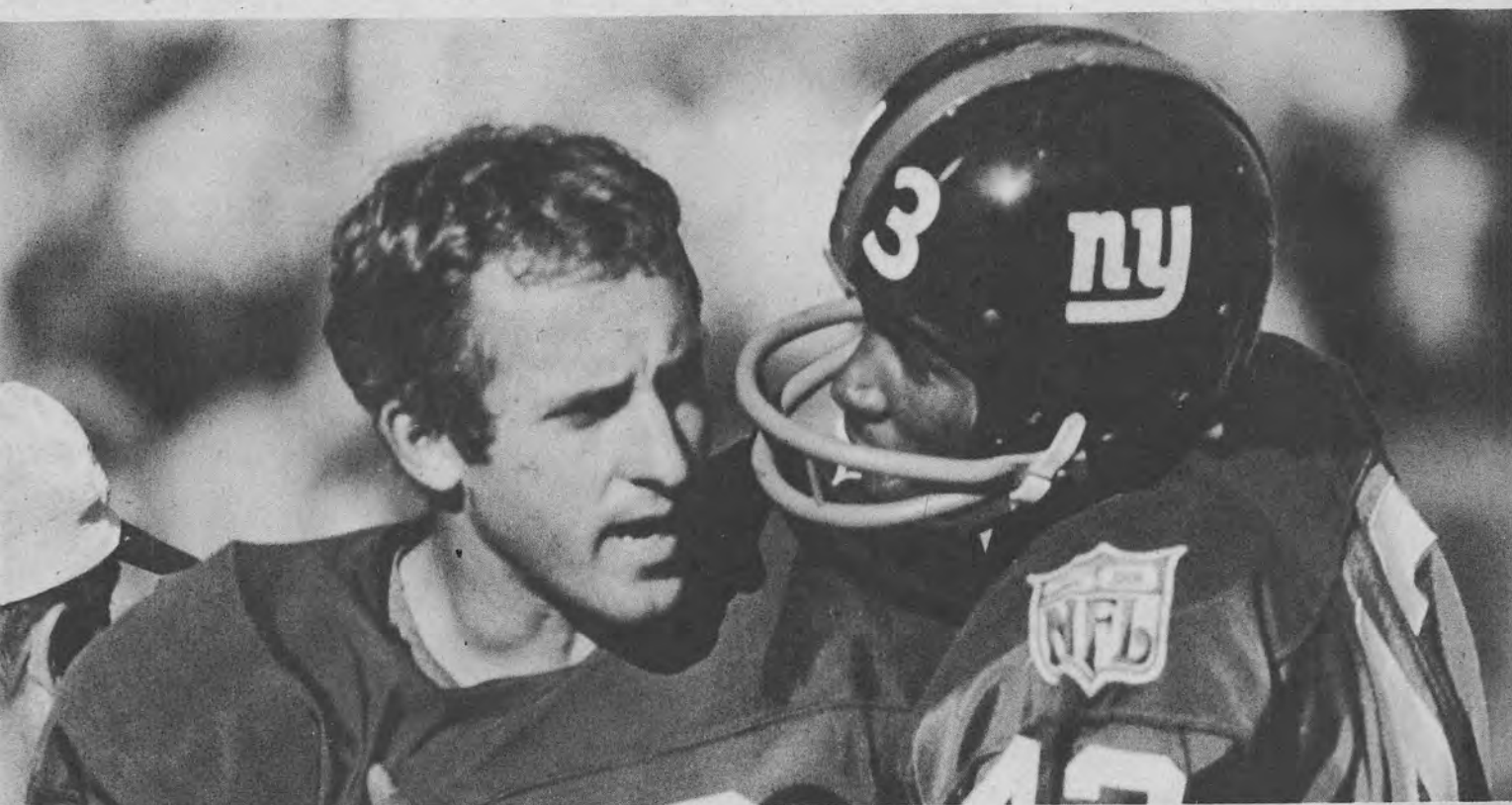
Lance Rentzel scored 13 touchdowns.

# New York Giants

• Just listen to all that peace and quiet. Such harmony, such unity, such sweet music. Isn't it wonderful?

Excitement? No, thank you. The Giants had their fill of that last year. There was all that shouting and yelling in training camp, that dreadful performance against the Jets, more shouting and yelling in camp, lots of singing during exhibition games (even a rendition of "Goodbye, Allie" in French by hip Montreal fans), the firing of Allie Sherman a week before the start of the season, the hiring of Alex Webster, an emotional victory over Minnesota, a losing stretch of seven games, the suspension of tackle Steve Wright for thinking a W. C. Fields' impersonation would add a little color to those dreary game films, a widely publicized difference of opinion between Webster and quarterback Fran Tarkenton on how best to score from inside the five-yard line, and finally, finally, a closing stretch of three impressive victories. Whew.

The Giants, it appeared, played a decade of seasons last year. They were down, up, down, up. Fortunately, they landed on their feet, and it could make a significant difference in their ap-



"I'm glad I didn't run for office in Georgia," Fran Tarkenton says to Spider Lockhart. "I'd rather run and pass for the Giants."



Don Herrmann



Dick Shiner



Rich Houston



Jim Files



Junior Coffey



Jim Kanicki



proach to the 1970 season. "A few weeks ago," owner Wellington Mara said after the solid season-ending victory over Cleveland, "I thought the season would never end. Now I wish it hadn't."

The good thing about the end of the season was that it signalled the start of the off-season. And no team enjoyed a more productive off-season than the Giants. The problem with the Giants last year, other than all that excitement, was defense. The line and linebackers often left something to be desired—like defense.

And so they did something about it. Jim Trimble, elevated from assistant coach to horse trader during the season, got a strapping young tackle (Jim Kanicki) and a strapping young linebacker (Wayne Meylan) not to mention a strapping young running back (Ron Johnson) from Cleveland in exchange for Homer Jones, who forgot to catch the ball on the few occasions Tarkenton remembered to throw to him. Then, in the middle of all that draft nonsense, they acquired another starting tackle, Jerry Shay, from Atlanta, and backup quarterbacks Dick Shi-

ner (Eagles) and Bob Davis (Oilers). Although they had very few choices in the draft, they got a good linebacker in Jim Files of Oklahoma and an aggressive end in Wes Grant of UCLA.

The smiles worn by Giant officials this summer were genuine. "We beefed up our defense perhaps as much as 100 percent," Webster said. "We got two tackles who were both starters in pro ball and we never had linebackers that big."

The other Giant problem, the offense, became a non-problem in the closing weeks of 1969. Tarkenton finished spectacularly, ranked third among quarterbacks and his 23 touchdown passes were second to Roman Gabriel's 24. The multiple offense installed by Webster was very successful, and Junior Coffey gave the Giants' beleaguered running attack some punch. Joe Morrison, who does everything well, had his finest season.

The Giants are settled now. And optimistic. Johnson should do wonders for the offense and youngsters Rich Houston and Don Herrmann should offset the loss of Jones and the retirement of Aaron Thomas from the pass receiving ranks. "I think we're building something good," Tarkenton said. ●



A healthy Ernie Koy can make a difference.



Freeman White provides depth at safety or receiver.



Joe Morrison had his finest season in 1969.



Young Ron Johnson is a welcome addition to an injury-prone backfield.

# Philadelphia Eagles

• Progress can be measured in many terms. It can be measured in the number of victories and, on that score, the Eagles were 2 1/2 games better in 1969 than the previous year. It can be measured, although not as precisely, in attitude, and the improvement was even greater in that regard. Or it can be measured in money, and, here again, the Eagles had definitely emerged from shadowy bankruptcy to financial health.

And so it came to pass that a potential Eagle drafted last

January added the three columns, saw a row of lemons in front of his eyes and asked for a \$1,000,000 contract. It wouldn't have been quite as funny if the man involved was an experienced football player. But the man was John Carlos, a controversial Olympic track star whose football experience was limited to street ball.

Philadelphia general manager Pete Retzlaff didn't waste much time in responding to the published report. "We are," said Retzlaff, "\$988,000 apart."

Carlos may or may not decide to try his hand at football for the minimum salary, but there is a definite air of excitement surrounding the Eagles anyway. They will move into Veterans Stadium this fall after years at ancient Franklin Field and for the first time since the pre-Kuharich era, they are shooting for the top.

Not that the Eagles have much chance of attaining it. They were only 4-9-1 a year ago, but a few more victories escaped in the final minutes. A winning season is a strong possibility.

Coach Jerry Williams will have to get a good season from Norm Snead, the erratic quarterback, if large strides are to be made. Snead completed 50.1 per cent of his passes last season

Nate Ramsey flies like an Eagle en route to interception of pass intended for Browns' Gary Collins.



for 2,768 yards and 19 touchdowns, but he also threw a league-high 23 interceptions. Tom Woodeshick had his third consecutive fine season, rushing for 831 yards, Leroy Keyes gained 361 and Cyril Pinder 309.

Keyes reported late to camp last year and never completely adapted to the system. He was used at both running back and cornerback, a position at which he has remarkable natural ability. Since the Eagles have greater need in the secondary, he may land there eventually.

Harold Jackson, who led the league in receiving yardage with 1,116 yards, and Ben Hawkins are dangerous receivers and the Eagles' first draft choice was Steve Zabel, an outstanding tight end from Oklahoma. Norm Davis, from New Orleans, should bolster the offensive line which was weakened when the doctors ordered Don Chuy to give up football.

The defensive line is a much brighter spot with Tim Rossovich, Mel Tom, Randy Beisler, Floyd Peters and Gary Pettigrew. The linebacking could stand improvement. Nate Ramsey and Bo Burris, ex-Saint, will lead a rather weak secondary.

There doesn't seem to be any position, however, with a \$1,000,000 price tag.



Tim Rossovich



Norm Snead



Leroy Keyes



Steve Zabel



Harold Jackson



Mel Tom



Ben Hawkins



Tom Woodeshick



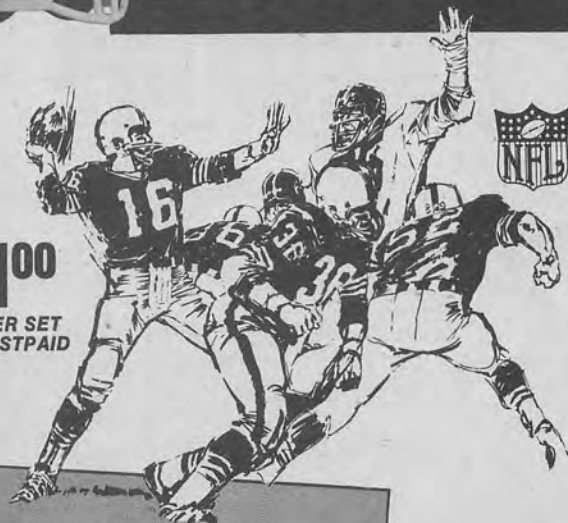
Cyril Pinder



## OFFICIAL NFL HELMET KITS

**\$1.00**

PER SET  
POSTPAID



Exact duplicates in miniature of all the NFL American and National Conference teams, with authentic colors and emblems. Each kit includes 6 or more helmets, team insignias and stripes ready for affixing, detachable face guards and goal post display stand.



### AMERICAN CONFERENCE KIT NO. 1

Cleveland Browns    N. Y. Jets  
Cincinnati Bengals    Boston Patriots  
Baltimore Colts    Miami Dolphins

### AMERICAN CONFERENCE KIT NO. 2

Kansas City Chiefs    San Diego Chargers  
Denver Broncos    Pittsburgh Steelers  
Oakland Raiders    Buffalo Bills  
Houston Oilers

### NATIONAL CONFERENCE KIT NO. 3

Los Angeles Rams    Dallas Cowboys  
San Francisco 49'ers    St. Louis Cardinals  
New Orleans Saints    Minnesota Vikings  
Detroit Lions

### NATIONAL CONFERENCE KIT NO. 4

N. Y. Giants    Green Bay Packers  
Philadelphia Eagles    Chicago Bears  
Washington Redskins    Atlanta Falcons

**SEND \$1.00 PER SET TODAY!**

TDR Sports Enterprises  
P.O. Box 67 • Chatham, New Jersey • 07928

Please rush me the Helmet Kits checked.

Enclosed is \$..... for ..... kits at \$1 each, postpaid.  
(Please print name and address)

NAME.....

STREET.....

CITY.....STATE.....ZIP.....

- ☐ Kit #1—Am. Conf.  
☐ Kit #2—Am. Conf.  
☐ Kit #3—Nat'l. Conf.  
☐ Kit #4—Nat'l. Conf.

AA



# Washington Redskins

Sonny Jurgensen led the league in passing.



• Vince Lombardi did what he said he would do, and that makes him the rarest of men in Washington. He promised to make winners of the Redskins, and he succeeded. Of course. Naturally. Was there ever any doubt?

The Redskins were 7-5-2 last year, their best record since 1955. It would be a fine record for Lombardi to run on if reelection were an issue. But it was only the first step. Mr. Lombardi will not be satisfied until the Redskins are champions. Of course. Naturally. Was there ever any doubt?

It all seems so predestined. The division championship, the National Conference title and then the world or the Super Bowl, whichever comes first. There is only one ingredient missing from this recipe for supremacy. Talent. Not in Lombardi. Goodness gracious, no. In his team.

There was, the records tell us, sufficient talent to produce a winning record. All that was needed was a Lombardi to bring it out. "He is the difference," quarterback Sonny Jurgensen said, "in the 'Skins of the past and the 'Skins of the present. We're getting that character Lombardi built in all his teams."

But the talent gives every indication of pulling up short, and character can only go so far. The Redskins, who traded away three of their top four draft choices, were glorified spectators at the college grab bag. Only Bill Brundige, a defensive end from Colorado, is expected to provide immediate help. And Lombardi dabbled only briefly in the trading game, acquiring middle linebacker Dennis Gaubatz from Baltimore for tackle Frank Bosch and yet another draft pick.

Thus any improvement will have to come from within. There is a limit to how much more the offense can accomplish. Certainly Jurgensen, for whom Lombardi reserved his supreme accolade ("He's a real man"), can't do much better than he did last year when he led the league in passing, completing 62 percent of his passes for 3,102 yards.

The Redskins achieved a semblance of offensive balance for the first time in memory as they rushed for a respectable 1,532 yards. Larry Brown, an unheralded rookie, made the biggest contribution with 888 yards and Charlie Harraway, a Cleveland castoff, gained 428. Still, as long as Jurgy has receivers like Charley Taylor, Jerry Smith and Bob Long and a sound offensive line, passing will be Washington's foremost weapon.

The defense, Lombardi's pride and joy at Green Bay, is still in the rebuilding stage. And you know what the cost of construction is these days. Gaubatz, who replaces prominent politician Sam Huff, will have help at linebacker from talented Chris Hanburger, and the backfield, led by Pat Fischer and Rickie Harris, is no worse than some. The first line of defense, however, is unsafe.

There are some large young players in Spain Musgrove and John Hoffman and some large old players in Joe Rutgens and Carl Kammerer, but last year's unit rarely harrassed a quarterback or flagged down a runner.

The Redskins seem like much the same team as a year ago, and in pro football status quo means watch out below. •



Rickie Harris



Charley Taylor



Jerry Smith



Larry Brown



Spain Musgrove



Pat Fischer



Chris Hanburger



## real/life **PRO FOOTBALL**

*New 1970 Edition - Revised and Improved!*

by Gamecraft



You're the coach in Gamecraft's new 1970 REAL/LIFE PRO FOOTBALL! Offense and defense - it's up to you. Enjoy the exciting, challenging action of amazingly realistic professional football.

You build your line-ups, make the vital decisions to out-guess your opponent, and call your plays . . . and each man responds with hi-fi realism based on a scientific statistical reconstruction of his actual gridiron performances. You'll thrill to the success of your own skill and good judgment and wince at (and profit from) the inevitable miscalculations.

REAL/LIFE PRO FOOTBALL projects you right into the center of the Pro Football world embracing the hundreds of players on the 13 NFC and 13 AFC teams. You'll swing player trades, maintain your own leagues backed by statistic charts, run divisional playoffs . . . conference championships . . . up to your own Super Bowl finale.

REAL/LIFE PRO FOOTBALL scores higher in pure fun than all similar board games, even to the smallest detail: more than 30 play possibilities . . . realistic impact of player injuries and penalties . . . and a true-to-life automatic timing pattern and field location factor (missing in several similar games - even more expensive ones).

You'll enjoy years of unmatched table football entertainment with this handsome multi-colored board game. Any number can play - or try the delightful play-alone version.

Through direct manufacturer-to-you distribution, the price is set at a low, low \$5 postpaid. But don't let the low price fool you! REAL/LIFE PRO FOOTBALL is the best you can buy . . . and Gamecraft backs that up with a guarantee of satisfaction (or money refunded up to 30 days).

*Special Offer!*

A continuous up-dating report service that keeps your game current with the 13 NFC and 13 AFC team rosters and the several hundred player performance records. Another unique Gamecraft "extra" for your playing pleasure.

**Gamecraft Company** Box 2378 - Grand Central Station New York, N. Y. 10017

**Enjoy Fabulous Football Fun!**

### CHECK THESE EXCLUSIVE ALL-STAR FEATURES:

- \* All moving parts are built right into the playing field board. No small, loose pieces to get lost or slide around.
- \* Excitingly realistic element of luck without dice or spinners.
- \* Quarterback can call an "automatic" ("audible"); a vital football tactic missing in all other board games.
- \* Continuous game recording system with automatic timing allows fascinating post-game reviews.
- \* Unique game design allows you to play REAL/LIFE PRO FOOTBALL based on the records of college, school or club teams - in addition to the NFC and AFC pro teams.
- \* Simple easy-to-follow instructions; you don't have to be a mathematical wizard to enjoy REAL/LIFE PRO FOOTBALL.
- \* Heavyweight hinged-lid box; stronger, more durable than any similar board game.
- \* Handy quick-set indicators for both "downs" and "yards-to-go" give you an instant picture of your play situation.
- \* Easy-see charts make it quick and simple to read your plays and data.

**REMEMBER - YOU GET THESE ALL-STAR FEATURES ONLY IN REAL/LIFE PRO FOOTBALL. NO OTHER STATISTICAL FOOTBALL GAME - AT ANY PRICE - OFFERS THEM!**

*plus FREE!*

ORDER NOW FOR IMMEDIATE SHIPMENT AND WE'LL INCLUDE AN EXCLUSIVE FREE SURPRISE GIFT THAT WILL ADD TO YOUR FOOTBALL VIEWING PLEASURE (live or on TV).

**Gamecraft Company**

Box 2378 - Grand Central Station  
New York, N. Y. 10017

Please rush my new 1970 REAL/LIFE PRO FOOTBALL game plus FREE SURPRISE BONUS GIFT. I enclose cash, check, or money order for \$5.

NAME

ADDRESS

CITY

STATE

Zip

REAL/LIFE PRO FOOTBALL makes a splendid gift for birthdays, Christmas, awards, etc.

On request, we'll enclose a handsome gift card hand-signed in your name and ship directly to the recipient. No charge for this extra service.

702

# St. Louis Cardinals

• The fans in St. Louis use sign language to tell Charley Winner exactly what kind of a job he is doing. The language last season was not complimentary. The signs said things like, "De Winnerize the Big Red," and "Winter's comin', Winner's Goin', Goodbye, Charley."

Fortunately, the signs did not reflect the attitude of the Cardinals' management. Winner was signed to another one-year contract although a significant pause ensued between the end of the season and the announcement. Just enough of a pause to let Winner know a repeat performance by the 4-9-1 Cards would be tantamount to a resignation.

The Cardinals have always been among the most unpredictable of teams. Despite a wealth of talent, they always managed to fall short of a championship. Last year they managed to fall short of respectability.

Injuries contributed to the collapse, and so did an inexperienced defensive backfield. But the offense was whole and experienced and still curiously ineffective. The trouble stemmed right from the top. Charley Johnson looked like much the better quarterback whenever Jim Hart was behind the center, but Hart didn't look quite as bad when Johnson was running the team.

Since their two starting quarterbacks didn't equal one good

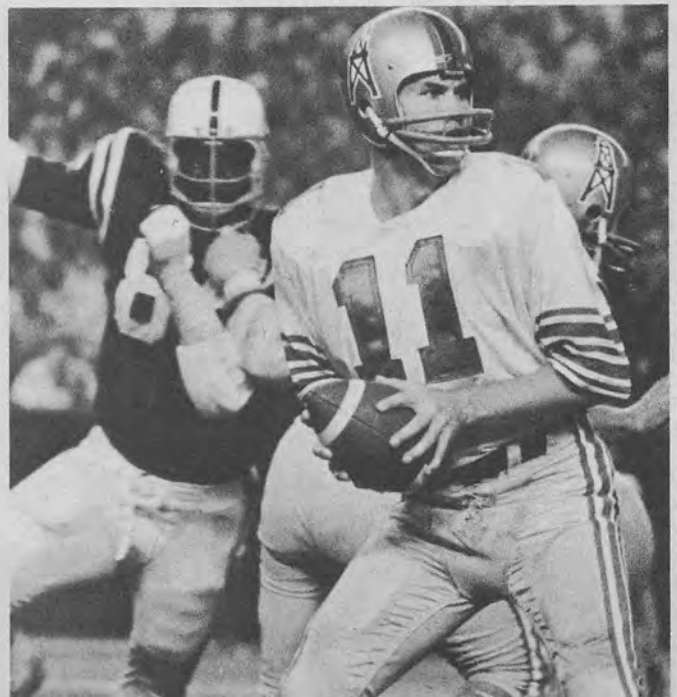


Jim Hart (17) has his option as Ernie McMillan (73) prepares to cut down on rushing lineman.

When healthy, Jamie Rivers is a top middleman on defense.



Ex-Oiler Pete Beathard could win the quarterback job.





one, the Cards had to do something. They did. They traded Johnson to Houston. Now they have only half the problem at quarterback unless Pete Beathard makes a nuisance of himself in training camp. This could be construed to mean, of course, that they now have only half a quarterback.

Hart, 26, is six years younger than Johnson, and he does have a stronger arm. Unfortunately, he still has difficulty distinguishing his receivers from opponents. He ranked 18th in the league last season, completing only 49.7 percent of his passes, and his interception percentage was among the highest. But the biggest rap against him is the fact that the Cards finished next-to-last in rushing.

Considering the number of fine running backs available and the quality of the Cards' offensive line, it is almost an impossible non-achievement. But among them Cid Edwards, Johnny Roland, Roy Shivers and MacArthur Lane gained only 1,274 yards. Winner's solution was to draft four more running backs, including top pick Larry Stagent of Texas A&M and versatile

Charlie Pittman of Penn State.

If Winner can succeed in grounding some of Hart's passing fancies, despite the presence of such outstanding receivers as John Gilliam, Dave Williams and Jackie Smith, the Cards' offense may straighten out. The defense will be another matter.

Super safety Larry Wilson was surrounded by rookies at times last year, and the results confirmed it. But veteran strong safety Jerry Stovall will hopefully remain healthy this season, and all-pro Miller Farr will solidify one cornerback position. Roger Wehrli, with a year's experience, should be more than adequate on the other side.

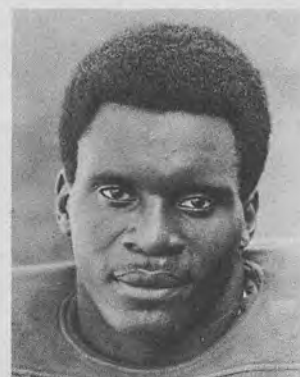
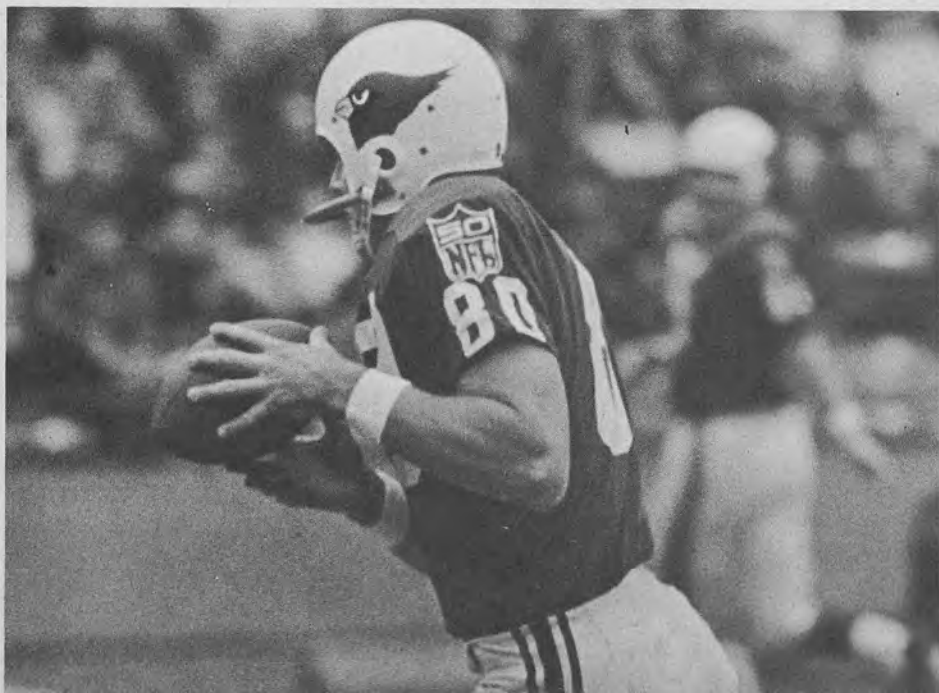
The Cards' defensive line, however, still ranks among the least distinguished in the league, and the draft offered no help. Oft-injured Jamie Rivers is a good middle linebacker and Larry Stallings is fine on the outside.

It wouldn't be surprising if Winner should lift his head at Busch Stadium again this season and see his fate spelled out on a bedsheet. The signs are pointing to it already. ●



John Gilliam caught 52 passes for 992 yards and nine TDs.

Dave Williams is one of the league's premier receivers.



Cid Edwards



Larry Wilson



Miller Farr

## CENTRAL DIVISION

# Detroit Lions

- Paper Lions? Not any more. These Lions are dangerous.

It has been eight years since the Lions threatened to win a championship of any sort, eight years during which Detroit fans have had to content themselves with the antics of Alex Karras and the selected writings of George Plimpton for fall entertainment. But this may be the season for which they have been waiting so impatiently.

The Lions have been besieged with injuries during the tenure of Joe Schmidt. Last year was no exception. But the Lions still managed a 9-4-1 record, the fourth best in the league and their first winning mark since 1964. "We have the players," running back Mel Farr explained. "It's hard for anyone to stop us. We've matured."

So they have. They survived another injury to Farr, his third in three years. Despite the fact he gained only 245 yards last

season, the Lions managed to finish sixth in team rushing. Bill Triplett (377), Altie Taylor (348) and Nick Eddy (272), another former cripple, picked up the slack. A welcome addition this year will be Steve Owens, one of the most durable runners in history, and Arkansas' Bruce Maxwell, a 220-pound runner.

They also survived another in the continuing series of injuries to quarterback Bill Munson. Greg Landry, the fine young back-up man, stepped in and acquitted himself well. Munson completed 50.6 percent of his passes for 1,062 yards and Landry hit an even 50 percent for 853 yards.

A healthy season for Munson and Farr would, of course, go a long way toward a title. The Lions have two fine receivers in Earl McCullough and Charlie Sanders, and an improved offensive line, built around center Ed Flanagan and tackle Charlie Bradshaw. They also have long striking power in field goal kicker Errol Mann, who was successful on 25 of 37 attempts last year, and Bobby Williams, who led the league in kickoff returns with a 33.1-yard average.

Defensively, the worries are few. That's been the history of the Lions. Karras has showed no signs of slowing down at tackle and Larry Hand, Jerry Rush, Joe Robb and John Baker give the line a mean look. Paul Naumoff, Wayne Walker and Mike Lucci are all quality linebackers.

In the backfield, Lem Barney is a one-man wrecking crew. He is in a class by himself among National Conference cornerbacks, and also ranks as one of the most dangerous punt-returns in the game. Dick Lebeau, the other cornerback, is a tough veteran, and Mike Weger and Tommy Vaughn form a capable team at safety.

The Lions are real this season. Yes, they are. And a few teams around the league will be manhandled before the Lions are through. •



Steve Owens



Paul Naumoff



Mel Farr



Bill Munson



Lem Barney



Wayne Walker



Bruce Maxwell



Charlie Sanders



Alex Karras

Greg Landry, just 23 now and in his third year as a pro, came through when first-string quarterback Bill Munson broke his hand; he'll fight Munson for No. 1.





# Minnesota Vikings

• It was all so exciting while it lasted. Joe Kapp lobbing those mortar shots into the air and somehow reaching his receiver, Joe Kapp hurtling into the largest linebacker in the vicinity and knocking him cold, Joe Kapp telling tall tales about his days in the Yukon or wherever it is that he played before, Joe Kapp being Joe Kapp. He was so refreshing and genuine, this burly rascal with the barroom scar and the liking for tequila, that he made Joe Namath appear a cardboard cutout by comparison.

But that was last year. That was before the Super Bowl. And Joe Kapp may never be the same again.

The rough, tough Vikings were outroughed and outtoughed by the Kansas City Chiefs and Kapp, the swaggering leader of the Purple Gang, had to be helped off the field. The man who had delighted in the savagery of pro football was in such pain he couldn't speak. Maybe the Vikings aren't so tough after all. Maybe, just maybe, they are vulnerable this season.

Certainly, they must be respected as long as Bud Grant is the coach and as long as their defensive line remains well fed. A lot

of teams, including the Rams and Browns, buckled under the pressure of that line last year and it remains the most intimidating force in football. "Their front four is simply the best," Cleveland coach Blanton Collier said after the NFL title game.

Carl Eller, Alan Page, Gary Larsen and Jim Marshall did more than frighten quarterbacks last season. Their relentless pressure enabled an ordinary set of defensive backs to lead the league in interceptions with 30, and enabled an unspectacular trio of linebackers to develop a considerable reputation.

The mystery about the Vikings last year was their offense. They scored an amazing 379 points without benefit of a break-away runner and with a quarterback whose passes were variously described as wounded ducks and low-flying blimps.

Credit for much of Kapp's success must be attributed to wide receiver Gene Washington, who developed into one of the most dangerous game-breakers in the league last season. He caught 39 passes, but for an average gain of 21.1 yards. John Henderson caught 34 passes and tight end John Beasley was very effective in critical moments.

The backfield of Dave Osborn and Bill Brown, surely one of the slowest in the pro ranks, slashed for 1,073 yards between them and reserve Oscar Reed added 393. The offensive line, with Grady Alderman and Ron Yary at the tackles and perennial all-pro Mick Tingelhoff at center, is one of the quickest in the league. It is also among the smallest, a condition exploited by the Chiefs in the Super Bowl.

There is nothing subtle about the Vikings. They play the game with the kind of physical abandon you might expect in sub-freezing weather. But this could be the year finesse makes a comeback. •

Burying a 49er in the Minnesota snow bowl are defensive back Earsell Mackbee (46) and linebacker Lonny Warwick.





Dave Osborn



Alan Page



Mick Tingelhoff



Gene Washington

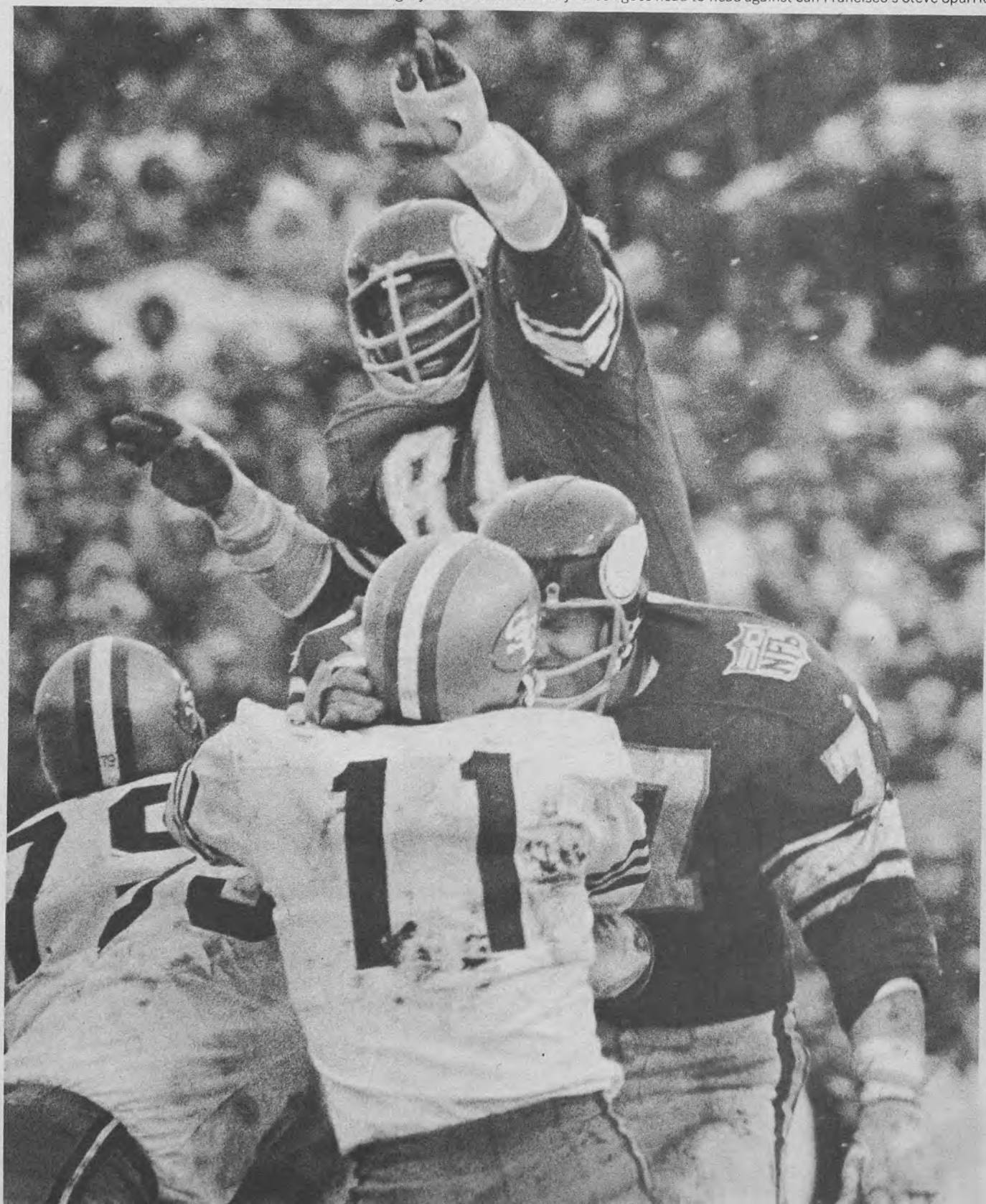


Joe Kapp



John Henderson

Huge Carl Eller looms tall and mighty while teammate Gary Larsen goes head-to-head against San Francisco's Steve Spurrier.



# Green Bay Packers

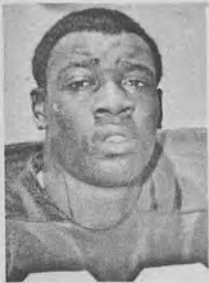
• A few more familiar faces have departed the scene. Willie Davis is gone, as are Henry Jordan and Boyd Dowler. And Forrest Gregg expects to be a coach, period, this year. Yet the

Packers will have their backers as long as the soft-spoken quarterback from Alabama remains on the scene, and Bart Starr wants to take his chances one more time.

The odds, of course, are stacked against Starr. He has been racked by injuries in each of the last two seasons, and he is now 36. The offensive line, once the best in football, isn't what it used to be, making Starr susceptible to further injury. But the Packers' hopes of returning to the top rest almost exclusively with Starr. He must play and play effectively for Green Bay to be a contender.

Starr still has the knack. He completed 62.2 percent of his passes last season before injuries kayoed him, and that was the best percentage in the league. Don Horn has made fine progress at the position, but he lacks the necessary experience to drive Green Bay to a championship.

The defense still has that championship look. The backfield



Fred Carr



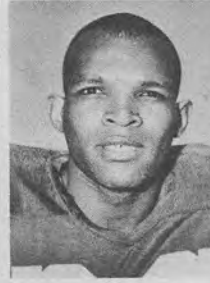
Ken Bowman



Dave Hampton



Carroll Dale



Herb Adderley



Rich Moore

No. 2 draft choice of 442, Mike McCoy is defensive tackle from Notre Dame.



Travis Williams



Gale Gillingham



Donny Anderson



Lionel Aldridge



Bart Starr



Don Horn



of Bob Jeter, Herb Adderley, Willie Wood and Doug Hart is a pleasure to watch, and Ray Nitschke and Dave Robinson pop runners the way every linebacker is supposed to in the textbooks. The trade of Lee Roy Caffey to Chicago leaves a spot open for Fred Carr, the Packers' first draft choice in 1968 who is ready to move into a regular job.

With the retirement of Davis, Lionel Aldridge becomes the senior partner on the line. The other end spot, the one which formerly belonged to Davis, is reserved for Mike McCoy, the mammoth from Notre Dame. Veteran Bob Brown and second-year man Rich Moore are the tackles.

The Packers no longer run the sweeps with the same effectiveness, but Travis Williams (536 yards) and second-year player Dave Hampton (365) give Green Bay devastating long-distance threats. And there are still Donny Anderson and Jim Grabowski.

Dowler's retirement to join the Ram coaching staff was a blow to the Packers because it occurred after the college draft. Carroll Dale led the Packers in receiving last season with 45 catches, and Dowler was second with 31. Green Bay did, however, draft promising Rich McGeorge, and added ex-Charger Jacque MacKinnon and ex-Dolphin Jack Clancy.

Ken Bowman anchors the line at center, flanked by Gale Gillingham and Bill Lueck at guards and Francis Peay and Dick Himes at tackles.

The Packers tried Mike Mercer and Booth Lusteg as place-kickers last year and between them they made only six of 22 field goal attempts, costing Green Bay (8-6) a chance for a couple of more victories. Joe Runk, ex-Bill, and Skip Butler, Texas-Arlington, were new kickers in camp.

A top-flight kicker won't help much, however, if Starr is unable to play regularly.



Dave Robinson



Ray Nitschke



Bob Jeter



Jim Grabowski



Bob Brown



Willie Wood

# ENJOY AN EXCITING, ROMANTIC, IMPRESSIVE LOOK ANYTIME!

HAVE THE LOOK MEN ENVY, AND WOMEN  
ADMIRE WHENEVER YOU CHOOSE!

Now at last you can have the experience of wearing sideburns, mustache, or Van Dyke that is so real looking your friends will think it is your very own!

Competition tough . . . want to impress your employer or girl friend . . . want to look older or younger or different . . . cool or sharp??? Do you miss the attention you should be getting??? Try a Masculiner Van Dyke, Sideburns and/or Mustache . . . all three, separately or in different combinations . . . and see the amazing difference . . . in your NEW LOOK you can have in seconds! Don't miss out on all the fun that so easily can be yours! Send for your Mustache, Sideburns and Van Dyke at once! Simply check the color you want in the coupon or send a sample of your hair and leave the matching to our expert. Your hair sample is color matched at no extra cost . . . or order in the color you choose. MAIL COUPON NOW!

Adheres securely . . . off and on in seconds . . . can be worn as is or trimmed to just the style you want . . . wear it confidently whenever you can to have the LOOK you want for yourself!

**FREE:** Complete instructions on how best to wear your Van Dyke, Mustache or Sideburns . . . sent in plain wrapper with order.

**SOLD ON MONEY BACK GUARANTEE:** You must be 100% satisfied, you must see an exciting new LOOK in your appearance, it must be everything you want it to be or your money back!

## ALL THREE \$6

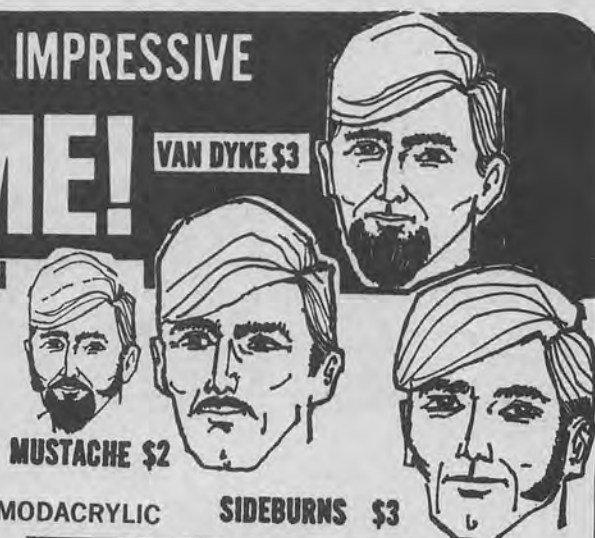
Wear All Three or Any Combination

**VAN DYKE \$3**  
Try it alone or with any combination.

**MUSTACHE \$2**  
Try it . . . see the difference.

**SIDEburns \$3**  
Try it alone or with either Van Dyke, mustache or both.

Mustache \$2; ☐ Deluxe Mustache \$5; ☐ Sideburns \$3; ☐ Deluxe Sideburns \$5; ☐ Van Dyke \$3; ☐ Deluxe Van Dyke \$5; ☐ All Three \$6; ☐ All Three Deluxe \$10 (I save \$5)



### MAIL COUPON NOW!

MASCULINER CO., Dept. 284 P.O. Box 802  
160 Amherst St., East Orange, New Jersey

O.K. I WANT TO SEE THE MANY DIFFERENT CHANGES IN MY APPEARANCE. SEND THE ONES CHECKED ON A MONEY BACK GUARANTEE. PAYMENT IS ENCLOSED. I MUST BE 100% Satisfied or I may return everything for full refund. Send color checked or ☐ please match sample of my hair enclosed.

**RUSH THE FOLLOWING:**

☐ Mustache \$2; ☐ Deluxe Mustache \$5; ☐ Sideburns \$3; ☐ Deluxe Sideburns \$5; ☐ Van Dyke \$3; ☐ Deluxe Van Dyke \$5; ☐ All Three \$6; ☐ All Three Deluxe \$10 (I save \$5)

**Please Send Order in Color Checked:**

☐ Blonde ☐ Dark Brown  
☐ Black ☐ Grey - Silver  
☐ Light Brown ☐ Dark Auburn  
☐ Medium Brown ☐ Light Auburn

☐ I enclose \$6. send all 3 (I save \$2.) cash, check or money order.

Name

Address

City  State  Zip

Entire Contents Copyrighted 1968  
SOLD ON MONEY BACK GUARANTEE

# Chicago Bears

• The obvious solution would have been for the Bears to slip quietly out of Chicago one night and resurface in Decatur. They could have called themselves something like the Staleys, and they could probably have arranged a nice little schedule against teams from Canton and Portsmouth, Ohio, and Pottsville, Pa.

But George Halas is nothing if he isn't persistent, obstinate and downright stubborn. He insisted the team remain in Chicago where it has been located since 1921 and who, Virgil Carter would like to know, can argue with Halas?

So instead of changing cities, the Bears have done the next-best thing. They've changed the team. In the aftermath of the house cleaning, the Bears added a center, a linebacker, two running backs, a defensive end, defensive tackle, a tight end and a cornerback. The biggest problem facing the team this year may be the introductions.

Jim Dooley, the Bears' young coach, rightly decided that he had better produce something fast. So he traded away Chicago's top draft choice, the second pick in the whole talent hunt, to Green Bay in exchange for center Bob Hyland and linebacker Lee Roy Caffey, both of whom will start, and running

back Elijah Pitts, who will probably spell Gale Sayers. The other running back, Craig Baynham, accompanied cornerback Phil Clark from Dallas for the second-round choice.

Then Dooley, looking for defensive help, traded Rufus Mayes, potentially his best offensive lineman, to Cincinnati for defensive tackle Bill Staley and defensive end Harry Gunner. It allowed him to trade defensive end Loyd Phillips to New Orleans for tight end Jim Hester.

Consequently, the Bears have a different look from the team which celebrated the team's 50th anniversary with a 1-13 record, the worst in club history. Not necessarily better, but different.

The offense is still unchanged. It is spelled S-A-Y-E-R-S. About the only good thing which happened to Chicago last year was the return to complete health of Sayers following a serious knee operation. He gained 1,032 yards to lead league rushers for the second time.

Bobby Douglass, a second-year southpaw, is Dooley's choice for starting quarterback over Jack Concannon. Douglass completed only 45.9 per cent of his passes as a rookie, but displayed a resiliency which Dooley liked. The receivers he must throw to are nothing to write home to Kansas about. Bob Wallace and Dick Gordon are the best of the lot, although rookie George Farmer from UCLA may help.

The Bears will start the season with a fine trio of linebackers in Dick Butkus, Caffey and Doug Buffone. But all their skills will be needed. The line is slow and the backfield porous.

Still, Dooley's biggest problem will be restoring order to the chaos that was 1969. The verbal jousting with Carter, followed by the fine and suspension levied by Halas, did little for the already low morale. The team became something of a bad joke. And if no improvement is forthcoming this year, well there's always Decatur. •



Doug Buffone



Gale Sayers



Dick Butkus



Dick Gordon



Lee Roy Caffey



Elijah Pitts



Craig Baynham



Bobby Douglass

## LEADING PASSERS

	Att.	Com.	Pct. Com.	Yds. Gain.	Td.	Lng.	Int.	Pct. Int.	Avg. Gain
Jurgensen, Wash	442	274	62.0	3102	22	88	15	3.4	7.02
Starr, G.B.	148	92	62.2	1161	9	51	6	4.1	7.84
Tarkenton, N.Y.	409	220	53.8	2918	23	65	8	2.0	7.13
Gabriel, L.A.	399	217	54.4	2549	24	93	7	1.8	6.39
Morton, Dall.	302	162	53.6	2619	21	67	15	5.0	8.67
Nelsen, Clev.	352	190	54.0	2743	23	82	19	5.4	7.79
Brodie, S.F.	347	194	55.9	2405	16	80	15	4.3	6.93
Kilmer, N.O.	360	193	53.6	2532	20	52	17	4.7	7.03
Unitas, Balt.	327	178	54.4	2342	12	52	20	6.1	6.39
Kapp, Minn.	237	120	50.6	1726	19	83	13	5.5	7.28
Horn, G.B.	168	89	53.0	1505	11	60	11	6.5	8.96
Snead, Phil.	379	190	50.1	2768	19	80	23	6.1	7.30
Johnson, St. L.	260	131	50.4	1847	13	84	13	5.0	7.10
Munson, Det.	166	84	50.6	1062	7	62	8	4.8	6.40
Shiner, Pitt.	209	97	46.4	1422	7	63	10	4.8	6.80

## LEADING RUSHERS

	Atts.	Yards	Avg.	Tds.
Sayers, Chi.	236	1032	4.4	8
Hill, Dall.	204	942	4.6	8
Matte, Balt.	235	909	3.9	11
L. Brown, Wash.	202	888	4.4	4
Woodeshick, Phil	186	831	4.5	4
Garrison, Dall.	176	818	4.6	2
Kelly, Clev.	196	817	4.2	9
Livingston, N.O.	181	761	4.2	5
Butler, Atl.	163	655	4.0	3
Osborn, Minn.	186	643	3.5	7
Baker, N.O.	134	642	4.8	1
L. Smith, L.A.	166	599	3.6	1
Willard, S.F.	171	557	3.3	7
Cunningham, S.F.	147	541	3.7	3
T. Williams, G.B.	129	536	4.2	4

# 1969 NATIONAL FOOTBALL LEAGUE STATISTICS

## PUNT RETURN LEADERS

	No.	Yards	Avg.	Long.
Haymond, L.A.	33	435	13.2	52
Harris, Wash.	14	158	11.3	86
Hayes, Dall.	18	179	9.9	50
Dodd, N.O.	15	106	7.1	21
Bradley, Phil.	28	181	6.5	37
West, Minn.	39	245	6.3	55
Renfro, Dall.	15	80	5.3	34
R. Smith, L.A.	23	122	5.3	21
B. Campbell, Pitt.	28	133	4.8	23
Pitts, G.B.	16	60	3.8	10

## INTERCEPTION LEADERS

	No.	Yards	Tds.
Renfro, Dall.	10	118	0
Barney, Det.	8	126	0
Bryant, Minn.	8	97	0
Mackbee, Minn.	6	100	0
Howell, Clev.	6	21	0
LeBeau, Det.	6	15	0
Adderley, G.B.	5	169	1
Maher, N.Y.	5	112	0
Meador, L.A.	5	97	2
Krause, Minn.	5	82	1
Hohn, Pitt.	5	64	0
Redmond, Atl.	5	50	0
Petitbon, L.A.	5	46	0
Alexander, S.F.	5	39	0
Martha, Pitt.	5	37	0
J. Johnson, S.F.	5	18	0

## LEADING PASS RECEIVERS

	No.	Yards	Avg.	Tds.
Abramowicz, N.O.	73	1015	13.9	7
Taylor, Wash.	71	883	12.4	8
Jefferson, Pitt.	67	1079	16.1	9
Jackson, Phil.	65	1116	17.2	9
D. Williams, St. L.	56	702	12.5	7
Harraway, Wash.	55	489	8.9	3
Collins, Clev.	54	786	14.6	11
Smith, Wash.	54	682	12.6	9
Gilliam, St. L.	52	997	19.2	9
Washington, S.F.	51	711	13.9	3
Cunningham, S.F.	51	484	9.5	0
Snow, L.A.	49	734	15.0	6
Windsor, S.F.	49	597	12.2	2
Long, Wash.	48	533	11.1	1
Wallace, Chi.	47	553	11.8	5
L. Smith, L.A.	46	300	6.5	2

## LEADING PUNTERS

	No.	Yards	Avg. Dist.	Long.
Lee, Balt.	57	2580	45.3	66
Widby, Dall.	63	2729	43.3	62
Walden, Pitt.	77	3254	42.3	61
Bragg, Wash.	70	2957	42.2	63
Lothridge, Atl.	69	2846	41.2	57
Cordill, N.O.	42	1719	40.9	58
Studstill, L.A.	80	3259	40.7	60
Kilgore, S.F.	36	1451	40.3	72
Anderson, G.B.	58	2329	40.2	58
Lee, Minn.	67	2680	40.0	56
Bradley, Phil.	74	2942	39.8	60

## KICKOFF RETURN LEADERS

	No.	Yds.	Avg.	Long.
Williams, Det.	17	563	33.1	96
Duncan, Balt.	19	560	29.5	92
Scott, Clev.	25	722	28.9	65
Shy, N.O.	16	447	27.9	57
Hampton, G.B.	22	582	26.5	87
Lane, St. L.	20	523	26.2	69
Jones, Minn.	17	444	26.1	71
McCall, Pitt.	21	532	25.3	101
T. Williams, G.B.	21	517	24.6	96
Sayers, Chi.	14	339	24.2	52

## LEADING SCORERS

	Tot. Tds.	Tds. R.	Tds. P.	XP	XPM	FG	FGA	Tot. Pts.
Cox, Minn.	0	0	0	43	0	26	37	121
M. Clark, Dall.	0	0	0	43	1	20	36	103
Gossett, L.A.	0	0	0	36	0	22	34	102
Mann, Det.	0	0	0	26	0	25	37	101
Dempsey, N.O.	0	0	0	33	2	22	41	99
Knight, Wash.	0	0	0	35	1	16	27	83
Cockroft, Clev.	0	0	0	45	0	12	23	81
Baker, Phil.	0	0	0	31	0	16	30	79
Etter, Atl.	0	0	0	33	0	15	30	78
Matte, Balt.	13	11	2	0	0	0	0	78
Rentzel, Dall.	13	0	12	0	0	0	0	78



## LEADING RUSHERS

	Atts.	Yards	Avg.	Tds.
Post, S.D.	182	873	4.8	6
Nance, Bos.	193	750	3.9	6
Granger, Hou.	186	740	4.0	3
Garrett, K.C.	168	732	4.4	6
Little, Den.	146	729	5.0	6
Simpson, Buff.	181	697	3.9	2
Snell, N.Y.	191	695	3.6	4
Garrett, Bos.	137	691	5.0	5
Holmes, K.C.	150	612	4.1	2
Boozer, N.Y.	130	604	4.6	4
Smith, Oak.	177	600	3.4	2
Phillips, Cin.	118	578	4.9	3
Klick, Mia.	180	575	3.2	9
Csonka, Mia.	131	566	4.3	2
McVea, K.C.	106	500	4.7	7

## LEADING PASSERS

	Att.	Com.	Pct.	Yds.	Td.	Lng.	Int.	Pct.	Avg.
Cook, Cin.	197	106	53.8	1854	15	78	11	5.6	9.41
Namath, N.Y.	361	185	51.2	2734	19	60	17	4.7	7.57
Lamonica, Oak.	426	221	51.9	3302	34	80	25	5.9	7.75
Livingston, K.C.	161	84	52.2	1123	4	93	6	3.7	6.98
Hadl, S.D.	324	158	48.8	2253	10	76	11	3.4	6.95
Dawson, K.C.	166	98	59.0	1323	9	55	13	7.8	7.97
Tensi, Den.	286	131	45.8	1990	14	79	12	4.2	6.96
Beathard, Hou.	370	180	48.6	2455	10	86	21	5.7	6.64
Kemp, Buff.	344	170	49.4	1981	13	55	22	6.4	5.76
Griese, Mia.	252	121	48.0	1695	10	53	16	6.3	6.73
Taliaferro, Bos.	331	160	48.3	2160	19	77	18	5.4	6.53
Norton, Mia.	148	65	43.9	709	2	29	11	7.4	4.79
Liske, Den.	115	61	53.0	845	9	71	11	9.6	7.35
Wyche, Cin.	108	54	50.0	838	7	80	4	3.7	7.76
Domres, S.D.	112	47	42.0	631	2	55	10	8.9	5.63

## PUNT RETURN LEADERS

	No.	Yards	Avg.	Long.
Thompson, Den.	25	288	11.5	40
Duncan, S.D.	27	280	10.4	38
Levias, Hou.	35	292	8.3	46
Anderson, Buff.	19	142	7.5	30
Battle, N.Y.	34	235	6.9	22
Morris, Mia.	25	172	6.9	38
Atkinson, Oak.	25	153	6.1	30
E. Johnson, Cin.	17	85	5.0	17
Mitchell, K.C.	13	101	7.8	35
Garrett, Bos.	12	159	13.3	45

# 1969 AMERICAN FOOTBALL LEAGUE STATISTICS

## LEADING PASS RECEIVERS

	No.	Yards	Avg.	Tds.
Alworth, S.D.	64	1003	15.7	4
Biletnikoff, Oak.	54	837	15.5	12
Denson, Den.	53	809	15.3	10
Reed, Hou.	51	664	13.0	2
Wells, Oak.	47	1260	26.8	14
Maynard, N.Y.	47	938	20.0	6
Sauer, N.Y.	45	745	16.6	8
Garrett, K.C.	43	432	10.0	2
Levias, Hou.	42	696	16.6	5
Beirne, Hou.	42	540	12.9	4
Taylor, K.C.	41	696	17.0	7
Seiple, Mia.	41	577	14.1	5
Crabtree, Cin.	40	855	21.4	7
Garrison, S.D.	40	804	20.1	7
Moses, Buff.	39	752	19.3	5

## INTERCEPTION LEADERS

	No.	Yards	Tds.
Thomas, K.C.	9	146	1
Robinson, K.C.	8	158	0
Grayson, Oak.	8	132	1
Byrd, Buff.	7	95	1
Hill, S.D.	7	92	0
Duncan, S.D.	6	118	1
Howard, S.D.	6	50	0
Farr, Hou.	6	48	0
Kearney, K.C.	5	143	1
Brown, Oak.	5	111	0
Mumphord, Mia.	5	102	0
Dockery, N.Y.	5	98	0
Barnes, S.D.	5	64	0
Baird, N.Y.	5	10	0

## LEADING PUNTERS

	Avg.	No.	Dist.	Long.
Partee, S.D.	71	44.6		62
Maguire, Buff.	78	44.5		78
Wilson, K.C.	68	44.4		62
O'Neal, N.Y.	54	44.3		98
Eischeid, Oak.	69	42.7		58
Janik, Bos.	70	41.5		56
Seiple, Mia.	80	40.8		66
Gerela, Hou.	41	40.4		70
Hollomon, Den.	47	39.7		57
Livingston, Cin.	70	39.6		55
Burrell, Hou.	29	36.8		56
Van Heusen, Den.	25	40.8		61
Swanson, Cin.	12	38.3		55

## LEADING SCORERS

	Tot. Tds.	Tds. R.	Tds. P.	XP	XPM	FG	FGA	Tot. Pts.
J. Turner, N.Y.	0	0	0	33	0	32	47	129
Stenerud, K.C.	0	0	0	38	0	27	35	119
Blanda, Oak.	0	0	0	45	0	20	37	105
Gerela, Hou.	0	0	0	29	0	19	40	86
Wells, Oak.	14	0	14	0	0	0	0	84
Muhlmann, Cin.	0	0	0	32	1	16	24	80
Partee, S.D.	0	0	0	33	0	15	28	78
Howfield, Den.	0	0	0	36	1	13	29	75
Alford, Buff.	0	0	0	23	1	17	26	74
Biletnikoff, Oak.	12	0	12	0	0	0	0	72

## KICKOFF RETURN LEADERS

	No.	Yds.	Avg.	Long.
Thompson, Den.	18	513	28.5	63
Garrett, Bos.	28	792	28.3	63
Duncan, S.D.	21	587	28.0	52
Morris, Mia.	43	1136	26.4	105
Simpson, Buff.	21	529	25.2	73
Thornton, Buff.	30	749	25.0	58
Williams, Den.	23	574	25.0	38
Levias, Hou.	38	940	24.7	87
Battle, N.Y.	31	750	24.2	45
Atkinson, Oak.	16	382	23.9	39

# National Football League Schedule

Consult local listings for TV time

## FRIDAY, SEPT. 18

\* St. Louis at Los Angeles

## SATURDAY, SEPT. 19

\*Chicago at New York Giants

## SUNDAY, SEPT. 20

Atlanta at New Orleans  
Baltimore at San Diego  
Dallas at Philadelphia  
Denver at Buffalo  
Detroit at Green Bay  
Houston at Pittsburgh  
Kansas City at Minnesota  
Miami at Boston  
Oakland at Cincinnati  
Washington at San Francisco

## MONDAY, SEPT. 21

\*New York Jets at Cleveland

## SUNDAY, SEPT. 27

Atlanta at Green Bay  
Cincinnati at Detroit  
Cleveland at San Francisco  
Los Angeles at Buffalo  
Miami at Houston  
New Orleans at Minnesota  
New York Giants at Dallas  
New York Jets at Boston  
Oakland at San Diego  
Philadelphia at Chicago  
Pittsburgh at Denver  
Washington at St. Louis

## MONDAY, SEPT. 28

\*Kansas City at Baltimore

## SATURDAY, OCT. 3

\*Oakland at Miami  
\*Pittsburgh at Cleveland

## SUNDAY, OCT. 4

Boston at Baltimore  
Dallas at St. Louis  
Houston at Cincinnati  
Kansas City at Denver  
Minnesota vs. Green Bay at Milwaukee  
New York Giants at New Orleans  
New York Jets at Buffalo  
San Diego at Los Angeles  
San Francisco at Atlanta  
Washington at Philadelphia

## MONDAY, OCT. 5

\*Chicago at Detroit

## SATURDAY, OCT. 10

\*Miami at New York Jets

## SUNDAY, OCT. 11

Atlanta at Dallas  
Baltimore at Houston  
Boston at Kansas City  
Buffalo at Pittsburgh  
Cincinnati at Cleveland  
Denver at Oakland

Detroit at Washington  
Minnesota at Chicago  
New Orleans at St. Louis  
Philadelphia at New York Giants  
San Francisco at Los Angeles

## MONDAY, OCT. 12

\*\*Green Bay at San Diego

## SUNDAY, OCT. 18

Atlanta at Denver  
Baltimore at New York Jets  
Dallas at Minnesota  
Detroit at Cleveland  
Kansas City at Cincinnati  
Los Angeles at Green Bay  
Miami at Buffalo  
New Orleans at San Francisco  
New York Giants at Boston  
Pittsburgh at Houston  
St. Louis at Philadelphia  
San Diego at Chicago

## MONDAY, OCT. 19

\*\*Washington at Oakland

## SUNDAY, OCT. 25

Baltimore at Boston  
Buffalo at New York Jets  
Cincinnati at Washington  
Cleveland at Miami  
Dallas at Kansas City  
Denver at San Francisco  
Detroit at Chicago  
Houston at San Diego  
New Orleans at Atlanta  
Philadelphia vs. Green Bay at Milwaukee  
Pittsburgh at Oakland  
St. Louis at New York Giants

## MONDAY, OCT. 26

\*Los Angeles at Minnesota

## SUNDAY, NOV. 1

Buffalo at Boston  
Chicago at Atlanta  
Green Bay at San Francisco  
Houston at St. Louis  
Los Angeles at New Orleans  
Miami at Baltimore  
Minnesota at Detroit  
New York Giants at New York Jets  
Oakland at Kansas City  
Philadelphia at Dallas  
San Diego at Cleveland  
Washington at Denver

## MONDAY, NOV. 2

\*Cincinnati at Pittsburgh

## SUNDAY, NOV. 8

Atlanta at Los Angeles  
Boston at St. Louis  
Cincinnati at Buffalo  
Cleveland at Oakland  
Dallas at New York Giants  
Denver at San Diego

Detroit at New Orleans  
Houston at Kansas City  
Miami at Philadelphia  
Minnesota at Washington  
New York Jets at Pittsburgh  
San Francisco at Chicago

## MONDAY, NOV. 9

\*Baltimore vs. Green Bay at Milwaukee

## SUNDAY, NOV. 15

Atlanta at Philadelphia  
Buffalo at Baltimore  
Chicago at Green Bay  
Cleveland at Cincinnati  
Detroit at Minnesota  
Kansas City at Pittsburgh  
New Orleans at Miami  
New York Jets at Los Angeles  
Oakland at Denver  
San Diego at Boston  
San Francisco at Houston  
Washington at New York Giants

## MONDAY, NOV. 16

\*St. Louis at Dallas

## SUNDAY, NOV. 22

Baltimore at Miami  
Boston at New York Jets  
Buffalo at Chicago  
Dallas at Washington  
Denver at New Orleans  
Green Bay at Minnesota  
Houston at Cleveland  
Los Angeles at Atlanta  
Pittsburgh at Cincinnati  
St. Louis at Kansas City  
San Diego at Oakland  
San Francisco at Detroit

## MONDAY, NOV. 23

\*New York Giants at Philadelphia

## THURSDAY, NOV. 26

(Thanksgiving)  
Oakland at Detroit  
Green Bay at Dallas

## SUNDAY, NOV. 29

Boston at Buffalo  
Chicago at Baltimore  
Cleveland at Pittsburgh  
Denver at Houston  
Los Angeles at San Francisco  
Minnesota at New York Jets  
New Orleans at Cincinnati  
New York Giants at Washington  
Philadelphia at St. Louis  
San Diego at Kansas City

## MONDAY, NOV. 30

\*Miami at Atlanta

## SATURDAY, DEC. 5

Chicago at Minnesota

## SUNDAY, DEC. 6

Atlanta at San Francisco  
Boston at Miami  
Buffalo at New York Giants  
Cincinnati at San Diego  
Denver at Kansas City  
Green Bay at Pittsburgh  
New Orleans at Los Angeles  
Oakland at New York Jets  
Philadelphia at Baltimore  
St. Louis at Detroit  
Washington at Dallas

## MONDAY, DEC. 7

\*Cleveland at Houston

## SATURDAY, DEC. 12

Dallas at Cleveland  
Kansas City at Oakland

## SUNDAY, DEC. 13

Baltimore at Buffalo  
Cincinnati at Houston  
Green Bay at Chicago  
Minnesota at Boston  
New York Giants at St. Louis  
New York Jets at Miami  
Philadelphia at Washington  
Pittsburgh at Atlanta  
San Diego at Denver  
San Francisco at New Orleans

## MONDAY, DEC. 14

\*\*Detroit at Los Angeles

## SATURDAY, DEC. 19

New York Jets at Baltimore

## SUNDAY, DEC. 20

Boston at Cincinnati  
Buffalo at Miami  
Chicago at New Orleans  
Cleveland at Denver  
Green Bay at Detroit  
Houston at Dallas  
Kansas City at San Diego  
Los Angeles at New York Giants  
Minnesota at Atlanta  
Pittsburgh at Philadelphia  
St. Louis at Washington  
San Francisco at Oakland

## SATURDAY, DEC. 26

Amer. Conf. Div. Playoff  
Nat. Conf. Div. Playoff

## SUNDAY, DEC. 27

Amer. Conf. Div. Playoff  
Nat. Conf. Div. Playoff

## SUNDAY, JAN. 3

Amer. Conf. Champ. Game  
Nat. Conf. Champ. Game

## SUNDAY, JAN. 17

Super Bowl, Miami

\* NIGHT GAME

\*\*TWILIGHT GAME

# COACH YOUR OWN PRO FOOTBALL TEAM!

PLAY THE APBA PRO LEAGUE FOOTBALL GAME  
COACH ALL THE NATIONAL FOOTBALL LEAGUE PLAYERS!  
THE APBA PRO LEAGUE FOOTBALL GAME ACTUALLY BRINGS THE NATIONAL  
FOOTBALL LEAGUE PLAYERS INTO YOUR VERY HOME. YOU COACH THEM!



Each player, not just the stars, responds in every detail, according to his National Football League records—in passing, punting, pass receiving, place kicking and ball carrying. You can count on the League's outstanding runners to lead your league's ground game. They and every other ball carrier will average their NFL ground gaining percentage, including their long runs, too!

You call the plays on offense and set the line on defense for the play you think is coming. You can even "gang-up" on the player you think will carry the ball or receive the pass, and if you analyze the opponent's plays correctly, you stop or lessen his advance!

APBA Pro League Football reproduces every detail of the living game — injuries, penalty call-backs after the play is run, the clock-stopping out-of-bounds plays and incomplete passes, realistic fumble frequency and all the minute details that give a realism never before known in a table football game.

Even the interior offensive and defensive linemen will reflect their real-life running ability on recovered fumbles, blocked kicks or intercepted passes.

Defensively, too, every player is just as realistic. You'll miss a star Cleveland linebacker when he's injured, just as much as the real-life Browns do!

You'll thrill to find your leading quarterbacks throwing more touchdown passes than the other quarterbacks and the leading punter's will average the highest yardage per kick for you, too. The place kickers will give you results typical of their season's performance, on long tries as well as the short ones!

## AMERICAN FOOTBALL LEAGUE AVAILABLE, TOO

We will send you complete details of this fabulous game, now in its thirteenth year, if you will just send us your name and address (PLEASE PRINT IT) and ask for "APBA Football." Under no obligation to you, we shall send a complete description of the game and how it may be obtained, including pictures and a free sample card of one of the 480 players included in this sensational game. © 1970

## APBA GAME COMPANY, INC.

53-18F EASTMAN AVENUE • LANCASTER, PENNA. 17604

## APBA GAME CO., INC.

53-18F EASTMAN AVENUE LANCASTER, PENNA. 17604

Please send FREE sample player card and 17" x 12" full color brochure to:

NAME \_\_\_\_\_

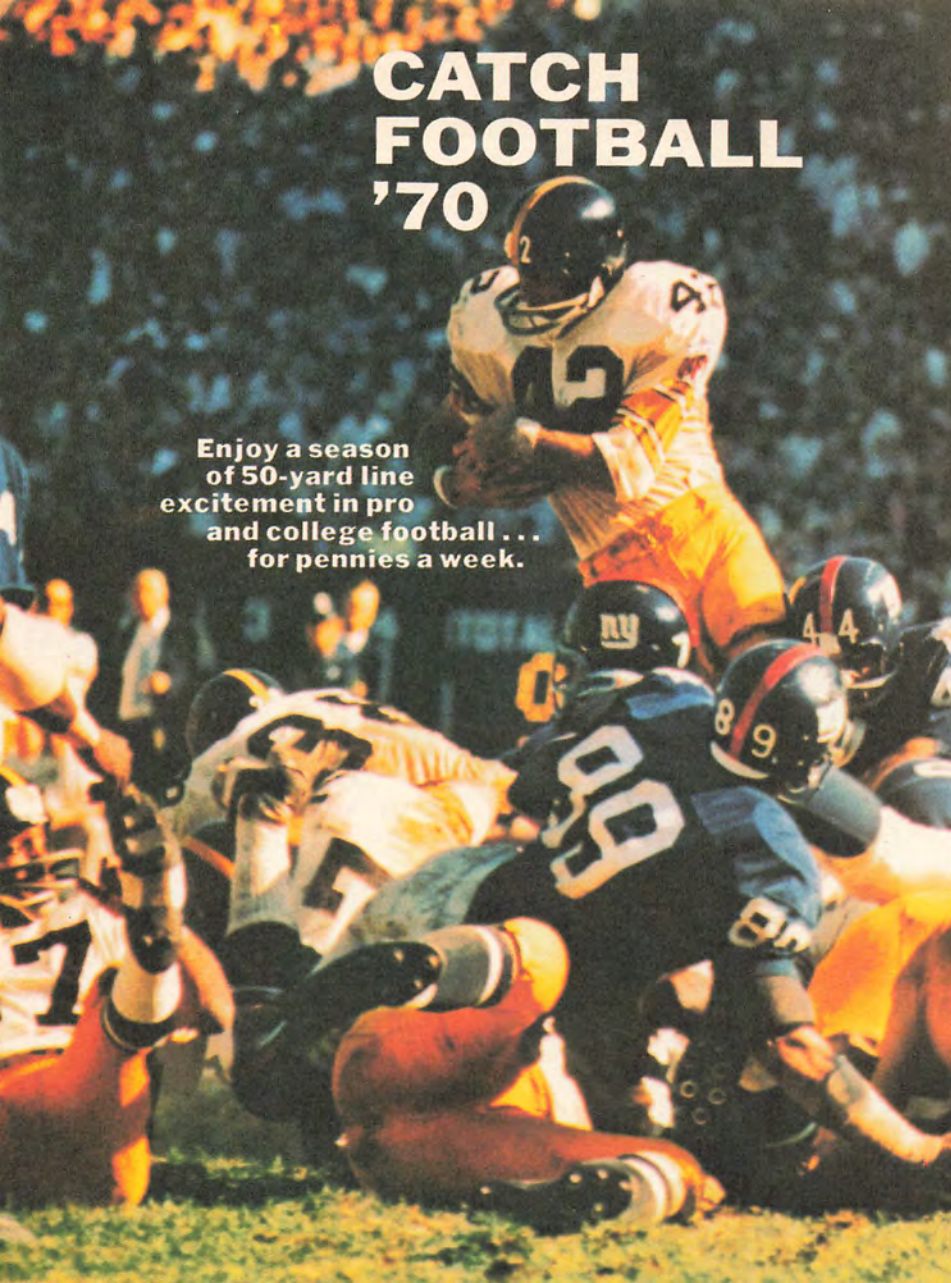
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_





# CATCH FOOTBALL '70

Enjoy a season  
of 50-yard line  
excitement in pro  
and college football...  
for pennies a week.

**MAIL THIS CARD TODAY**

**SPORTS  
ILLUSTRATED**  
**26 weeks for \$3.97**

Please send me SI at your low  
Introductory Rate and bill me  
later.

Mr.  
Mrs.  
Miss

(please print)

Address

Apt. #

City

State

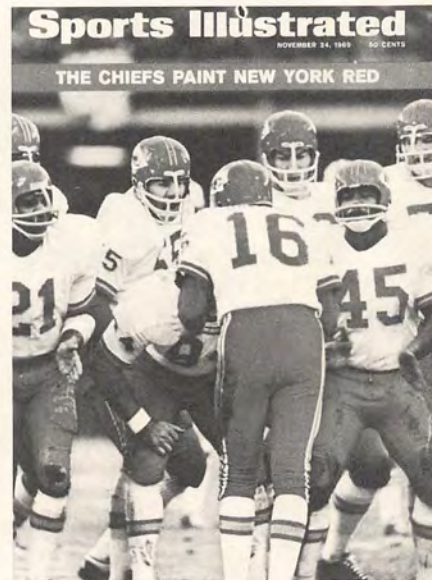
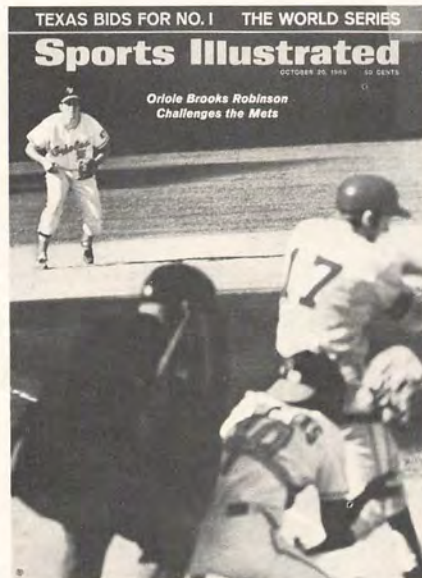
Zip

This rate includes all  
postage and handling  
and is good in U.S. only.

FOR NEW SUBSCRIBERS ONLY



**BIG GAIN.**  
**SEE HOW LITTLE IT COSTS...**  
**FOR ALL THE HOTTEST ACTION**  
**IN ALL OF SPORT.**



**A SPECIAL INTRODUCTORY RATE**  
**FOR NEW SUBSCRIBERS ONLY**

**26** weeks for **\$3.97**

SPORTS ILLUSTRATED/TIME & LIFE BLDG./CHICAGO, ILL. 60611

**BUSINESS REPLY MAIL**

NO POSTAGE STAMP NECESSARY IF MAILED IN THE U. S.

postage will be paid by

**Sports Illustrated**

TIME & LIFE Building  
 Chicago, Illinois 60611

FIRST CLASS  
**PERMIT**  
 No 22 CHICAGO  
 ILLINOIS





Go with a  
**WINNER!**

GET IN LINE FOR THE

# grape-vine!

**NATION'S MOST COMPLETE FOOTBALL FORECAST**

Subscribe now to the best handicapping publication in the nation. We feature late injuries and complete analysis of all pertinent data. For the winning edge in your fall campaign against point spreads served up with a dash of well written humor it's the Grapevine.

## GRAPEVINE MEMBERS RECEIVE THE HIGHEST PERCENTAGE WINNERS

- Twelve weeks of carefully selected college and professional picks, each rated numerically according to strength of selection.
- Four experts who weekly pick a game in his section of the country.
- A complete weekly coverage of college and pro games featuring all late injuries.
- A special and an upset special which beat the spreads consistently.

The Grapevine is mailed to you every Tuesday\*



★ **SPECIAL PHONE SERVICE  
AVAILABLE TO MEMBERS**

Upon receipt of your order further information will be forwarded.

## COMPLETE WEEKLY COVERAGE OF PROFESSIONAL AND COLLEGE GAMES

### • SPECIAL LATE LETTER •

We are now offering a special service in which several of our late hot picks are featured each week.

Three plans are available.

A. Subscription to Grapevine plus, 12 late letters and supplements, plus special bowl information. \$91.00 value for only \$75.00

B. 12 late letters and supplements plus bowl information \$60.00.

C. 5 weeks only late letter \$25.00.

All late service air mail special.

Late Letter: Mailed late Thurs. p.m.

Mail to **THRU VINE INC.**  
P.O. Box 7216 Akron, Ohio 44306

**12 ISSUES plus SPECIAL BOWL ISSUE**

☐ \$31 Airmail    ☐ \$36 Airmail Special

### SPECIAL LATE LETTER

☐ A.  
\$75

☐ B.  
\$60

☐ C.  
\$25

12 letters  
supplements  
and Grapevine

12 letters &  
supplements

Special 5 weeks  
late letters

All Air Mail Special Delivery

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

## FREE! ROMAN GABRIEL Color Photo FREE!

The first 50 readers to send in this coupon will receive a free 8 x 10 color photo of Roman Gabriel (as indicated on the cover of TOUCHDOWN) suitable for framing. Mail this coupon to: Gabriel Photo, TOUCHDOWN Magazine, Popular Library, 355 Lexington Ave., New York, N.Y. 10017.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_





**Kansas City's Len Dawson lost neither his shirt nor his cool  
as the Chiefs won it all over the Vikings in the Super Bowl**